This is a digital copy of a book that was preserved for generations on library shelves before it was carefully scanned by Google as part of a project to make the world's books discoverable online.

It has survived long enough for the copyright to expire and the book to enter the public domain. A public domain book is one that was never subject to copyright or whose legal copyright term has expired. Whether a book is in the public domain may vary country to country. Public domain books are our gateways to the past, representing a wealth of history, culture and knowledge that's often difficult to discover.

Marks, notations and other marginalia present in the original volume will appear in this file - a reminder of this book's long journey from the publisher to a library and finally to you.

Usage guidelines

Google is proud to partner with libraries to digitize public domain materials and make them widely accessible. Public domain books belong to the public and we are merely their custodians. Nevertheless, this work is expensive, so in order to keep providing this resource, we have taken steps to prevent abuse by commercial parties, including placing technical restrictions on automated querying.

We also ask that you:

+ *Make non-commercial use of the files* We designed Google Book Search for use by individuals, and we request that you use these files for personal, non-commercial purposes.

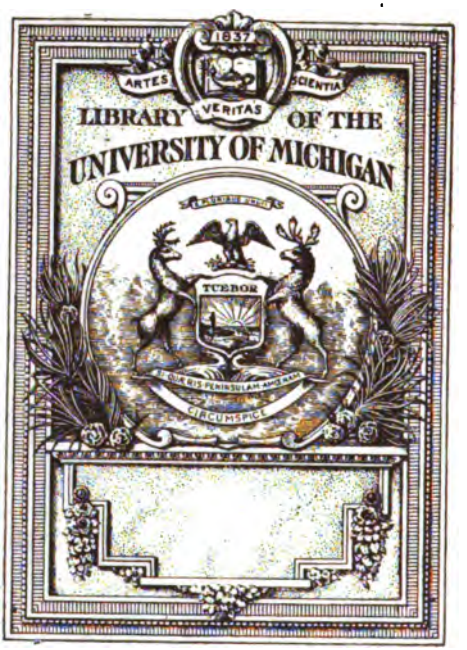
+ *Refrain from automated querying* Do not send automated queries of any sort to Google's system: If you are conducting research on machine translation, optical character recognition or other areas where access to a large amount of text is helpful, please contact us. We encourage the use of public domain materials for these purposes and may be able to help.

+ *Maintain attribution* The Google "watermark" you see on each file is essential for informing people about this project and helping them find additional materials through Google Book Search. Please do not remove it.

+ *Keep it legal* Whatever your use, remember that you are responsible for ensuring that what you are doing is legal. Do not assume that just because we believe a book is in the public domain for users in the United States, that the work is also in the public domain for users in other countries. Whether a book is still in copyright varies from country to country, and we can't offer guidance on whether any specific use of any specific book is allowed. Please do not assume that a book's appearance in Google Book Search means it can be used in any manner anywhere in the world. Copyright infringement liability can be quite severe.

About Google Book Search

Google's mission is to organize the world's information and to make it universally accessible and useful. Google Book Search helps readers discover the world's books while helping authors and publishers reach new audiences. You can search through the full text of this book on the web at `http://books.google.com/`



Digitized by Google

HF
5023
.T5412

Digitized by Google

Digitized by Google

Digitized by Google

Digitized by Google

ADVERTISING

ITS PRINCIPLES AND PRACTICE

Digitized by Google

Digitized by Google

ADVERTISING

ITS PRINCIPLES AND PRACTICE

HARRY TIPPER

Advertising Manager of the Texas Company; President of the Association of National Advertisers; President of the Advertising Men's League of New York.

HARRY L. HOLLINGWORTH, PH. D.

Assistant Professor of Psychology and Director of the Psychological Laboratory at Barnard College.

GEORGE BURTON HOTCHKISS, M.A.

Associate Professor of Business English in New York University; formerly with the George Batten Company, Advertising.

FRANK ALVAH PARSONS, B.S.

President of New York School of Fine and Applied Art.

THE RONALD PRESS CO.
NEW YORK CITY, 1915

Digitized by Google

Copyright, 1915, by
THE RONALD PRESS CO.

Digitized by Google

PREFACE

This volume is the outgrowth of two years' experience by the authors in developing the work of the Advertising Division of New York University. During this period they found that the most serious hindrance to education in preparation for advertising was the lack of suitable textbooks. Many valuable books existed, it is true, but most of them seemed either too specialized or too narrow, or lacking in fundamentals. This condition led the four authors to collaborate in the writing of this textbook.

The distinctive feature of the book is its attempt to combine all the various arts and sciences that enter into the work of advertising and to give the fundamentals of each with reference to all the others. It includes the economic, psychological, and physical factors, together with the essential principles of artistic arrangement and English composition as applied to the construction of advertisements. Finally, it sums up all these parts in the actual operation of an advertising campaign.

Although the book is simple enough to be understood by the student of advertising who has had no experience, it should be almost equally valuable to the advanced practitioner who wishes a broader view of some phases of his profession. Principles have constantly been stressed, but practical aspects have not been neglected.

The authors acknowledge their indebtedness to many special treatises on advertising. They acknowledge

281773

Digitized by Google

special indebtedness to the Alexander Hamilton Institute for permission to use material from its Modern Business text on Advertising by Hotchkiss and Tipper.

More than all else, however, they are under obligation to the Educational Committee of the Advertising Men's League of New York for helpful suggestions.

New York City,
March 5, 1915.

The advertisements throughout the book have been selected because of their illustration of specific principles and their use should not be taken to indicate unqualified approval or condemnation of any advertisement as a whole.

Digitized by Google

CONTENTS

PART I — THE ECONOMIC FACTORS IN ADVERTISING

PAGE

CHAPTER I. WHAT IS ADVERTISING? 3

Historical — Recent growth — Lack of exact definition — General limitations of advertising — Efficiency of advertising — Advertising responsible for changed marketing ideas — Advantage of written over spoken word.

CHAPTER II. THE WAY IN WHICH ADVERTISING IS USED . . 15

Advertising as a control — Advertising as a missionary — Advertising as an economic distribution factor — Advertising as a direct selling force — The economic relation of advertising to marketing cost.

CHAPTER III. THE FACTORS WHICH DETERMINE THE KIND AND EXTENT OF ADVERTISING 27

Factory organization and output — Consumption — Competition — Prices — Packages — Amount of individual purchase — Number of individual purchases per year — The amount per unit per 1,000 allowable for advertising — The possibility of economic use — Information required before advertising.

PART II — THE PSYCHOLOGICAL FACTORS IN ADVERTISING

CHAPTER IV. THE PSYCHO-ECONOMIC RÔLE OF ADVERTISING . 53

Introduction — Knowledge of the market — Knowledge of the commodity — Establishing the association — Making the association dynamic.

CHAPTER V. THE ORIGINAL NEEDS OF HUMAN BEINGS . . . 65

Characteristic animal needs — The needs of primitive man — The civilized human being.

CHAPTER VI. THE CHIEF HUMAN INSTINCTS, NEEDS AND EMOTIONS 75

Classification of instincts — Suggestive list of instincts and emotions — The relative strength of instincts and interests.

CHAPTER VII. ANALYSIS OF THE COMMODITY 86

Application of the Table of Persuasiveness — The forms and varieties of advertisements.

Digitized by Google

PAGE

CHAPTER VIII. ESTABLISHING ASSOCIATIONS 97
The importance of association — The law of contiguity — The law of sequence — The law of feeling tone — The law of fusion.

CHAPTER IX. MAKING ASSOCIATIONS DYNAMIC 110
Relative force of associations — Laws of suggestion.

CHAPTER X. SECURING VIVIDNESS OF IMPRESSION 121
Attention and memory devices: size, position, monopoly and white space — Other mechanical devices: intensity, repetition.

CHAPTER XI. SECURING PERMANENCE OF IMPRESSION . . . 127
Devices to retain interest: novelty, illustrations, color, comic, arrangement.

CHAPTER XII. THE PSYCHOLOGY OF TRADE-MARKS AND TRADE NAMES 132
The functions of trade-marks — Trade names, their variety and history.

CHAPTER XIII. HOW THE ADVERTISER CAN UTILIZE THE PSYCHOLOGICAL LABORATORY 137
Practical tests of the laboratory method — The pulling power of advertisements.

PART III — ADVERTISING COPY

CHAPTER XIV. THE DISTINCTIVE NATURE AND PURPOSE OF ADVERTISING COPY 145
Its relation to other parts of advertising — Distinction from other forms of composition — Style in advertising copy — Relation to personal selling — Essential qualities of advertising copy.

CHAPTER XV. STRUCTURAL PRINCIPLES OF ADVERTISING COPY . 165
The functions of an advertisement — Attraction — Arousing desire — Creating confidence — Stimulating action — Unity — Coherence — Emphasis.

CHAPTER XVI. REASON-WHY COPY 186
The nature of reason-why copy — Uses of reason-why copy — The process of deliberation — Eliminating alternatives — Narrowing the choice — Evidence — Deductive reasoning — Inductive appeal — Point of view — Style and tone.

CHAPTER XVII. HUMAN-INTEREST COPY 204
Its purposes and methods — How suggestion works — When human-interest copy is appropriate — Direct appeals to the senses — Imitation — Direct appeals to the emotions — Dramatic form — The story form — Sentiment and sentimentality — Negative appeals — Atmosphere.

Digitized by Google

PAGE

CHAPTER XVIII. SMALLER UNITS OF ADVERTISING COPY . . 226

Technique in advertising copy — Good use — Adaptation to the reader — Exactness — Suggestion — Sound — Tone color — Atmosphere — Coined words — Sentence unity — Sentence coherence — Sentence emphasis — Paragraphs.

CHAPTER XIX. COPY AS AFFECTED BY MEDIUM 251

Classification of media — Newspapers, national advertising — Newspapers, department store advertising — Newspapers, small retail stores — Newspapers, classified advertisements — General magazines and weeklies — Class publications — Street cars and bill boards — Programs, calendars and other special media.

CHAPTER XX. COPY AS AFFECTED BY AUDIENCE 267

"Getting across" — Copy for business men — Copy for technical men — Copy for farmers — Copy that appeals to women — Miscellaneous copy problems.

CHAPTER XXI. COPY AS AFFECTED BY DISPLAY 287

Relative importance of display and text — The factors that attract — Publicity copy — Inquiry copy — Type display — Headlines: brevity, specificness, aptness, originality, interesting nature — Tying up display lines to text — Tying up text with illustrations — Expansion and condensation of text.

PART IV — ADVERTISING DISPLAY

CHAPTER XXII. THE FUNCTIONS AND ELEMENTS OF DISPLAY . 311

What is display? — Some misconceptions of art — What art really is — The elements of advertising display: color, illustration, ornament, type, texture, form — The function of display.

CHAPTER XXIII. THE PRINCIPLES OF FORM 329

The importance and meaning of form — Consistent structural unity — Consistent shapes and sizes — Balance — Movement — Emphasis.

CHAPTER XXIV. COLOR 357

Source and nature — Spectrum colors and their meaning — Color terms defined: hue, value, intensity — Harmony — Law of backgrounds.

CHAPTER XXV. ILLUSTRATION 372

The place of pictures in advertising — The functions of illustration — Naturalistic illustration — Decorative illustration — Relation of illustration to other elements — Functions of illustration summarized.

CHAPTER XXVI. ORNAMENT 385

Ornament defined — Decoration as distinguished from ornamentation — Sources of ornament — Historic ornament — Orna-

Digitized by Google

PAGE

ment as applied to borders — Initials and other applications of ornaments — Head and tail pieces.

CHAPTER XXVII. TYPE 401

Line meanings — Standard and decorative types — Hand-made type — Historic and modern type — Relation of initials to other type.

CHAPTER XXVIII. THE FINAL TEST OF ADVERTISING DISPLAY — UNITY 412

Unity of ideas — The psychological reasons for unity — Selection of elements — The economic necessity of form and arrangement.

PART V — THE PHYSICAL FACTORS IN ADVERTISING

CHAPTER XXIX. ADVERTISING MANAGER — AGENT — PUBLISHER 425

Advertising manager — Literary requirements — Editorial capacity — Artistic perception — Analytical work — Executive powers — Response to public sentiment — Duties — Advertising agencies — Functions — Service — Advantages — Weaknesses — The publisher — Space and service — Circulation.

CHAPTER XXX. PERIODICAL MEDIA — RATES, CIRCULATION, POLICIES, ETC. 469

Historical — Fundamental values — Free advertising and its value — Censorship of advertising pages — General division — Contracts, etc.— Earlier circulation conditions — Sworn statements — Territorial analysis — Other details of analysis — Editorial policy and circulation — Advertising policy and circulation.

CHAPTER XXXI. THE FIELD OF THE NEWSPAPER, SERVICE, LOCAL PRESTIGE, ETC. 492

The function of the newspaper — Types of readers — Advantages and disadvantages — Lack of censorship of advertising — Lack of standardization in rates.

CHAPTER XXXII. MAGAZINES, TECHNICAL AND TRADE JOURNALS 500

General magazines — Field and functions — Women's publications — Trade journals — Technical journals — Copy service — Special service.

CHAPTER XXXIII. OUT-DOOR AND OTHER FORMS OF ADVERTISING 515

Historical — Influence of signs — Indefinite values — Bill-posters' Association — Electric signs.

CHAPTER XXXIV. MANUFACTURERS' AIDS TO DEALERS . . . 523

General purpose — Window displays — Store cards — Demonstrations and samples — Booklets and other printed matter for distribution by the dealer.

Digitized by Google

PART VI — PLANNING THE CAMPAIGN

PAGE

CHAPTER XXXV. DETERMINING WHAT TO SPEND 537

General policy — Preliminary investigation — Competitive statistics — Consumer and dealer — Choice of media — Circulation analysis — Dealers' investigation.

CHAPTER XXXVI. WRITING THE COPY AND CONSIDERING THE RETURNS 550

Copy material — Psychological investigation — Copy returns — General returns.

Digitized by Google

Digitized by Google

PART I

THE ECONOMIC FACTORS IN ADVERTISING

Digitized by Google

Digitized by Google

ADVERTISING, ITS PRINCIPLES AND PRACTICE

CHAPTER I

WHAT IS ADVERTISING?

Historical — Recent growth — Lack of exact definition — General limitations of advertising — Efficiency of advertising — Advertising responsible for changed marketing ideas — Advantage of written over spoken word.

HISTORICAL

While the fact has been dwelt upon in almost every book on the subject of advertising, there is always a tendency to overlook the part which advertising has played in the growth of business in the eighteenth and nineteenth centuries. The later progress of this branch of marketing has overshadowed its earlier development to such an extent that it is accused of being new, experimental, and to a degree undetermined; while the truth of the matter is that advertising has been associated with the selling of goods for more than two centuries.

It is true that these earlier applications of publicity to business appear at this time entirely crude and of little moment; yet these announcements formed a fundamental part of the sale of goods, and were used to draw attention to wares of various kinds in all parts of the civilized world. As a matter of record,

Digitized by Google

some form of public sign has been usual for thousands of years, but advertising in any way comparable with the work of to-day began with the extension of the art of printing and the spread of education in reading and writing. So clearly has advertising associated itself with business growth that a study of advertising from the beginning of the eighteenth century is almost a study of business progress. This should be thoroughly appreciated, if the place of advertising in modern business is to be understood.

The enormous increase in the possibilities of production available through the discovery of steam and electricity introduced into business the great problems of marketing, which gave an added stimulus to the use of all the forces of selling, and particularly added to the importance of the advertising force.

The cotton-trade growth in the eighteenth and nineteenth centuries indicates that the first year of the introduction of steam in Great Britain saw a growth of 300 per cent. in the manufacture of cotton goods. This sudden and voluminous increase in production required a corresponding increase in markets, and so the selling problem—the problem of getting rid of the manufactured goods—arose.

The first railway built in England between Liverpool and Manchester showed another increase of 300 per cent. in one year, introducing another marketing problem in disposing of the large surplus over the previous production.

From that time continual improvement in the machinery of production, transportation, communication, etc., has increased the production of all classes of commodities by leaps and bounds, and added thousands of new commodities to those already in use. The prob-

Digitized by Google

lem of disposing of these goods became, consequently, more and more important. People had to be taught to use more material and many more varieties.

This all meant, and means to-day, an increasing selling problem. Coincident with this development, came the spread of education in reading and writing, and its natural consequence, the application of the force of publicity to business.

The possibility of reaching thousands of people in the same time required for reaching one in personal selling, the small cost of this method, and the strength of its force, made advertising a natural move in the requirements of marketing.

This situation also gave an added value to the trade-mark and made its use vastly more important. Some sign or symbol by which the goods of a particular craftsman or merchant could be identified had been in use for centuries, and this identification had become important enough before the development of modern business to make the trade-mark laws a very essential part of the commercial structure.

RECENT GROWTH

In the minds of the public, the articles bought had usually been associated with the merchant who sold them, and not with the manufacturer who made them. This condition changed, for the necessity of enormous investments in manufacture brought with it the necessity of more definite touch with the consumer, and this led the manufacturer to use the more obvious means of reaching the consumer—advertising. Some means of identification of the manufacturer's goods by the consumer became, in this case, vastly more important than it had been, and consequently the trade-mark, the ap-

Digitized by Google

pearance of the package, etc., were affected to an unusual degree.

The enormous development of manufacturing units was the primary cause of the recent impetus given to advertising in modern diversified lines of industry. This increase in the size and cost of manufacturing units demanded a corresponding increase in the stability of business, the investment being made against the future possibilities of returns upon the capital so invested. This future obligation demanded a more definite control of business than the sale to a distributor or the marketing of an unidentified product would give. As a consequence, an appeal to the consumer, giving individuality and identity to the particular product, became a necessary part of the sales proceedings. Coupled with the increasing competition between manufacturing units and the cost of that competition, driving those concerns to take all available means to develop the market, the necessities of the case forced the manufacturer to give particular attention to advertising which provided a means of massing some of the selling operations under more definite control.

The last twenty years have seen the greatest growth of advertising. Up to the beginning of that time the increasing cost of marketing had been more than balanced by the decreasing cost of manufacture, so that prices could be continually lowered. The necessity for further sales methods was less apparent. The tendencies have changed in the last twenty years; the cost of marketing has increased far more rapidly than the economies of production and the use of sales methods designed to decrease or keep down the total cost of selling has become more important.

Digitized by Google

During this time, therefore, the growth of advertising has been sufficiently great to surpass all its previous development.

Furthermore, the requirements of competition in the advertising itself have made its operation a matter of special study involving, as it does to-day, detailed knowledge of the fields of art, copywriting, printing, merchandising, consumers' habits, media, economics, and a hundred other subjects. The very haphazard method of conducting advertising visible in the earlier records of its use is no longer possible, and the business now requires as much special training and study as older specialized branches.

LACK OF EXACT DEFINITION

The word "advertising" has been the subject of much suggested definition, and it is clear that up to the present it lacks any scientific limitations. A recent discussion in *Printers' Ink* on this subject has shown by its very diversity the lack of any limitations as to either its meaning or its operation.

As a matter of fact, advertising is not a fundamental in itself, and consequently is not capable of the same definite limitations as a law or single operation. It is an application to business of the force of publicity, and its definitions may vary, therefore, with the extent of the application.

The force of publicity may be compared to the force of electricity, in itself undefined, but in its operations definitely limited and controlled. It is true that even in its operations this force of publicity is not so clearly controlled as the mechanical force; nevertheless, in the extent of possibilities and the lack of clear under-

Digitized by Google

standing or defining characteristics, they can be compared.

It is evident that in the present operations of advertising we have done little more than determine the more obvious lines of its future development; the intensive value of the force is still to be harnessed.

The force of publicity or the development of a public opinion is sufficiently strong to be little short of marvelous in its effects. All the rapid developments of our civilization and its equipment in the last one hundred years must pay tribute to the part played by this force. We have seen the crystallization of a public opinion in a comparatively short time upon a matter which had previously assumed no importance; opinions, knowledge, personality, etc., have been lifted by this force from the obscurity of the unknown to a world-wide recognition.

To define such a force or its application to business is futile until the practical limitations of that application are more fully understood and more thoroughly worked out. Nothing can be done beyond saying that it is the application of the force of publicity to the sale of commodities or service, by increasing the public knowledge and desire for the items specified therein.

GENERAL LIMITATIONS OF ADVERTISING

It follows from this definition of advertising that there are limitations to its value and usefulness in connection with business, just as there are limitations to the value of machine work in manufacturing.

There are some things which, on account of the delicacy of treatment, the accuracy, etc., required, cannot be trusted to the most sensitive piece of machinery, but must be finished by the hand of a skilled crafts-

Digitized by Google

man. There are many things in the world of selling which are too delicate for the mass treatment accorded them by the advertising man, and which require the touch of the salesman to bring to the proper state.

Advertising is limited by its own advantages to definite functions in certain fields. Its usefulness varies with the character of the product, the customer, or the purchase unit. It varies with distribution, the character of the buying habit, and the extent of the territory. Above all, it varies with the attitude of mind of the consumer toward the products' associations.

No two cases will be exactly alike, but all will come under some one or two general classes which define the status of the advertising in relation to the personal selling.

There are some cases where machine work is of so little value that it could be dispensed with almost without a ripple. There are similar cases in selling where the personal selling represents such an important factor in relation to the total operation that advertising can be dispensed with, and the difference hardly noted; there are other cases where advertising does all or most of the work, so that the personal selling effort is unimportant from the point of view of service value.

EFFICIENCY OF ADVERTISING

From the statements just made it will be seen that advertising is not something definite that can be valued by certain measurements. Each of the factors which enter into it is modified in value by some of the circumstances, so that the ultimate result involves the solution of a very difficult problem.

This is true in respect to the values of any par-

Digitized by Google

ticular business, and the difficulty of the case is by no means lessened by the fact that we have investigated little the factors which enter into marketing success.

Some consideration may be given, however, to the general efficiencies which govern and the need for further investigations, so that these shall be properly and reasonably measured.

Efficiency, as the word is understood by the engineer, is the ratio between the amount of work actually performed by a unit and the theoretical capacity of that unit. This implies the existence of a standard or theoretical capacity which can be applied to the proposition in measuring its value.

Nothing of this kind has ever been applied to the sales end of business, and particularly to the advertising work. In some instances arbitrary quotas have been established for salesmen, but these are in no degree comparable with the efficiency values desired for true comparison.

In one department (advertising) only has any attempt been made to consider the efficiency, and it must be stated that the result is very disappointing. The fact of the matter is that advertising is a very low-efficiency proposition, and succeeds not because of its efficiency, but because of the minute unit cost compared with any other method of sales work yet discovered.

Consider the case of a publication with 100,000 readers producing 3000 replies and 300 sales. Such a result is a remarkable one viewed from the general averages of practice, and yet it represents only three-tenths per cent. efficiency of orders. The revenue efficiency might be less than the amount mentioned if the

Digitized by Google

article in question was low priced and the orders represented small amounts.

Advertising, in common with all selling work, lacks efficiency. Its value is undoubted, because of its small cost, but it is as yet very low in actual amount of work accomplished in comparison with the potentiality.

There are excellent reasons for this low efficiency. Advertising has been the subject of much suspicion on account of its exponents, it has been used without regard to its applicability, and it has scarcely been analyzed. This means, of course, that the investigation of advertising, and indeed all measures looking to its analysis, are of the utmost importance, and will repay the investigator many times.

ADVERTISING RESPONSIBLE FOR CHANGED MARKETING IDEAS

As a matter of fact, this analysis of advertising is being made at the present time, and, as a consequence of the material brought to light from its consideration, the whole idea of selling is undergoing a fundamental change.

This was to be expected; it is impossible to introduce a new force into a business or a branch of business without a readjustment of all old methods, in order to take advantage of its value.

Like all mass methods of work, advertising is bounded by greater limitations, is less flexible, and is subject to less change than personal selling. For this reason, factors which assumed little or no importance before the introduction of advertising became of great moment afterward.

Policies must be fixed and defined, claims, agreements, and other items determined; packages must be

Digitized by Google

considered from an entirely new point of view. Where it was intended to sell the goods only by the slow and private process of personal salesmen, things could be muddled through and changed from time to time as they showed up to be wrong. When, however, it is determined publicly to state the claims, agreements, and policies, to exhibit the package in the public prints with all the finality and vitality of the printed word, it becomes important that every possible factor should be considered and weighed, so that no adverse point may militate against the success of the public campaign.

By wrong methods of publicity it is obviously just as possible to educate the consumers of an article to dislike it as it is to impress them favorably, so that it becomes difficult to muddle along without complete analysis of the whole situation.

ADVANTAGE OF WRITTEN OVER SPOKEN WORD

When the proper analysis has been made, however, advertising possesses qualities which are entirely different from those in the scope of personal selling, and those qualities so amplify and round out the selling plan as to add materially to its efficiency without regard to the commercial factors.

Not the least of these qualities is the advantage of the written over the spoken word. The intonation, inflection, and emphasis which add so much to the meaning of the spoken word also take away from it the fixity which belongs to the cold type.

Where business was done, where goods were sold, by oral methods entirely, a certain want of belief or reliability, and a certain amount of suspicion, naturally attached to the spoken words of the seller, because of

Digitized by Google

the fact that they were not recorded, and consequently were without the proper limitations.

On the other hand, the tendency of the mind in general is to credit the printed word with almost a full measure of belief. It is only after considerable reasoning that suspicion may enter in and change this condition; but the first impression of any written or printed word is that it speaks truthfully. This is logical, of course, because the written or printed word has a definite meaning; this meaning is not altered or influenced by inflexions and intonations. In fact, it may be limited at law because of this characteristic. Furthermore, it is a permanent record, and can be brought up to confront the man who wrote it at any time.

A peculiar measure of belief, moreover, attaches to the printed word because of the fact that it has been used largely, primarily, and in the majority of its work to convey accurate and concrete information, to convey news and to convey impressions, all of which had values of their own, were either an accurate representation of facts or were expressed with a full measure of sincerity.

This work of the printed word, which even to-day remains most important, has invested it with a belief and reliability which belongs to no other application of language. As a consequence of this, the advertiser is obliged to measure his business from an entirely different point of view when he wishes to take advantage of the potential force of the printed word. It can readily be seen that on account of its peculiar value advertising will perpetuate the errors of business just as readily as it will perpetuate its advantages.

Digitized by Google

Furthermore, because of the fact that it is not influenced by personal idiosyncrasies and the fluctuating value which accrues from contact with an individual in a personal way, it is affected by mistakes which are apparently of little importance in the old method of oral selling. It may not be a very serious matter to put your goods in a package which is not entirely convenient when you start to sell it, through a few salesmen, to a few people. Mistakes can be rectified in these cases at a later period without causing much trouble. Where, however, you wish to introduce this package to several million people at the same time, with the idea of rapidly acquainting them with it to the extent that it will become one of the familiar sights, it is of vast importance that the package should represent as nearly as possible the acme of convenience. It will be just as easy to familiarize those millions of people with the mistake in your package as it is to acquaint them with the value of the goods, in which case, instead of making several million customers, you would have succeeded in eliminating them from your possible patronage.

Digitized by Google

CHAPTER II

THE WAY IN WHICH ADVERTISING IS USED

Advertising as a control — Advertising as a missionary — Advertising as an economic distribution factor — Advertising as a direct selling force — The economic relation of advertising to marketing cost.

ADVERTISING is in reality the machine, or bulk, method of selling. It takes a large portion of the public, and directing them to matters of fundamental interest, turns these matters to the advantage of the product and firm involved. It is the mass action of selling, selling to the group, handling the sales question wholesale.

It is used, therefore, either to supplant the personal selling force, to supplement it, or act upon it.

In some cases the printed method of selling in bulk is the only method used. This is the method employed by the mail-order house, which secures its business by advertising in periodicals and through catalogues. In this case the personal selling force is eliminated, and the whole proposition is put up to the customer, his approval secured and his order placed without the personal representative of the seller having been called in at all.

Where the salesmen of the house call upon the distributors only, the advertising is used to supplement the work of the salesmen by directing the consumer to the product in question, and instituting a discrimina-

Digitized by Google

tion among the consumers in favor of the product being sold.

ADVERTISING AS A CONTROL

That part of any business organization which comes in contact with the public is the one upon which the good-will of the business depends, and the one which can be controlled only with the greatest difficulty. The work of the agent or representative can be controlled only to a very minor degree, as his time is spent where there is no check upon his actual methods of doing business. He may exaggerate, change his arguments, guarantee and do other things not consistent with the house policy, and so long as these matters do not assume vital importance, may be allowed to continue.

Theoretically the principal is responsible for all the acts of his subordinates in business, but there are a great many small-minded men, and the individual methods of each of these representatives cannot effectively be held to the policy which the principal desires.

Advertising aids the central control upon the conditions of sale, and does this very definitely. It takes the claims, the advantages, and factors of service, puts them into the most carefully worded phrases, and, by printing them, gives them a definite character and record, which may be quoted against the concern in question at any time.

The statement of the salesman is no longer the only statement of the house; another statement is found in the printed messenger of the organization. This statement, moreover, is authoritative, because it is printed, definite, and limited.

A measure of comparison is set up by this printed

Digitized by Google

message, by which the statements of the representative and the character of the service can be equally measured. This measure of comparison acts as a control upon the condition of sale in all its phases by fixing the estimate placed by the principal upon the services of his product, and consequently obliging all other conditions to come to this.

ADVERTISING AS A MISSIONARY

There is a certain amount of inertia on the part of the buying public toward any change in the buying habits, which must be overcome before any business can be diverted from other channels or created.

A certain amount of familiarity with the proposition is necessary; it must have survived a period of time, and be no longer an entire stranger to the prospective customer. The factor of time cannot, therefore, be eliminated in considering the cost of securing business, and a certain period must elapse before there is any general acceptance of the proposition.

To do the work necessary in bringing the matter to the prospective purchaser's attention and familiarizing him with it, either salesmen or advertising must be used. Salesmen as missionaries are expensive; they should rather be used as specialists to bring conviction to those already interested. Their efforts should be directed to the closing of business rather than the closing of negotiations.

Advertising using all that part of selling which is of general interest can break the ground for the salesman by introducing the product, the service, and the house. This work can be done at a cost representing only a minute fraction of the cost of the same work accomplished by salesmen.

Digitized by Google

Advertising is the natural and effective business missionary.

ADVERTISING AS AN ECONOMIC DISTRIBUTION FACTOR

Economic considerations have made it necessary for products to follow different lines in passing from the manufacturer to the consumer; consequently the efficiency of selling is concerned with the economics of distribution as well as with the cost of arranging the individual sale.

The general methods of distributing products of manufacture are:

(1) From manufacturer direct to consumer.

This is the commonly accepted method of distribution where products are bought in large quantities, where they involve considerable sums for the individual purchase, and where the number of consumers is relatively small.

(2) From manufacturer through retailer to consumer.

This is a method of distribution used where the individual purchases are small, but frequent; where the goods can remain in stock for considerable periods of time without deterioration, and where, consequently, the retailer can order in sufficient quantity to make this method possible.

(3) From manufacturer through jobber and retailer to consumer.

This is the method of distribution most widely used for all articles of general consumption by the individual, for all perishable goods, and for all goods where the retailer's requirements are small. In some cases, particularly with perishable goods, the commis-

Digitized by Google

sion house gathers from the producers and sells to the jobber or wholesaler.

Advertising is used as an economic factor in the distribution because its influence is wielded through a much more extended circle than the actual marketing and distributing organization. Its effect, therefore, arises from the general character of its influence and the small unit cost involved.

Where the goods are sold direct from the manufacturer to the consumer, advertising has one or both of two definite functions:

(a) To sell the product entirely, as in mail-order.
(b) To introduce the product, follow up the salesman, and act as missionary.

Where the goods are sold through dealer or jobber and dealer, advertising has the following functions:

(a) To stabilize the business by getting the goods before the consumer.
(b) To decrease the distribution cost by increasing the amount of the individual purchase, or increasing the number of purchases from each individual dealer.
(c) To act as a missionary in preparing the ground for the general selling campaign.
(d) To increase the efficiency of the dealer by bringing him more directly in touch with the selling work.

It will be seen at once that these are somewhat large matters which advertising has to accomplish, and, as a consequence, things which cannot be done in a few minutes. The advertising and selling plans adopted must be based upon sufficient analysis to be stable and definite for a considerable period of time in order that

Digitized by Google

these large affairs may be properly and entirely determined.

Little or nothing can be accomplished if the policies of the organization change so as to force the dealer and consumer to new developments from time to time. The consumer, if he is to be taught a buying habit, must be able to fix the habit, and this argues some fixity in the sales policies which germinated it.

Economic advantage can be obtained by the advertising only where careful analysis has determined the policy of its operation in conjunction with the sales department, so that there may be little necessity for substantial change once the policy is established.

ADVERTISING AS A DIRECT SELLING FORCE

In some lines of business, and in connection with many articles of commerce, it has been found possible to induce the buying entirely by advertising, or, at any rate, to bring the buyer to the goods by the advertising. In these cases advertising acts as the principal and direct force of selling, and the other items of selling are either eliminated by or subordinated to it.

The examples of this method of using advertising are at present confined to the mail-order houses and the retailer. In the case of the mail-order house the whole selling is through the use of the advertising force. In the case of the retail store, the advertising is expected to bring the people to the store, so that it forms the first and more direct employment of the force of selling.

The use of advertising as a direct selling force has certain limitations, it is true, and these are clear-cut in their delineations, mostly economic in their character, and almost universal in their application. The

Digitized by Google

advertiser who is using advertising as a direct means of securing sales is interested in comparatively quick-moving products—in products that have already found a demand and in numerous products so related that virtually every want of the individual unit can be supplied.

The advertiser who undertakes to do his business without the intervention of a sales force or by subordinating the sales force to the advertising force, must of necessity be performing a service that is required a sufficient number of times in the year to make possible an appeal in bulk rather than in individual items. He must as a rule be supplying a sufficient number of the wants of the individual buyer, so that he will not lose any of the buying possibilities of that customer, and he must confine his attention to those conveniences or necessities that have already established themselves and do not require introduction.

The fact of the matter is that where advertising is used as a direct selling force it must partake of the character and limitations of the salesman. It must close the business and close it rapidly and continually. It cannot undertake the slow process of educating the people to a new convenience or a new want. It cannot undertake to overcome inertia toward any change in the buying habit. It must merely alter the time of buying or the direction of buying at the usual time.

THE ECONOMIC RELATION OF ADVERTISING TO MARKETING COST

It is obvious that advertising has had a tremendous effect in the constantly enlarging consumption of manufactured products for all kinds of purposes. It was inevitable that it would supersede some of the

Digitized by Google

clumsy, inaccurate, and doubtful methods of the personal selling which it has replaced. Moreover it is obvious that the necessity for stable market control on the part of the manufacturers made the use of advertising to the consumer the only possible means of obtaining this desired end.

As we have seen in the earlier part of this present chapter, advertising improves the selling or marketing condition because of the relief or replacement of the more expensive personal selling force otherwise necessary. These differences should be noted a little more exactly, as they form not only the justification for advertising, but the index of its possible value for any proposition, and consequently the amount which can be profitably engaged for its use.

Advertising, because of its mass appeal, can reach an individual at a sum which is from $\frac{1}{100}$ to $\frac{1}{300}$ of the amount which would be required to bring the information to the customer in any other way.

By using advertising for all selling work, and letting the customer take the delivery cost, the mail-order house can sell for approximately four per cent. where the department store needs over twenty-five per cent. for the same work. Where the advertising has been used to supplement the work of the salesman, the effect of the use of advertising has been, generally speaking, to increase the sales without a proportional increase in all the marketing expenses, so that the marketing expense, while greater in total volume, was less in percentage cost on the individual unit.

There are three economic effects of advertising which ought to be understood in order to determine its value under any given set of conditions and any given analysis.

Digitized by Google

The first of these is the increase in the efficiency of the salesman himself. The work of the salesman is of a very indefinite character; the customers with whom he comes in contact have a thousand different problems and scores of different questions to be taken up and gotten rid of to the satisfaction of the customer—somehow. Conversation does little to remedy this trouble, and the time spent in all this, to some extent, lost motion, is a considerable portion of the total time of the salesman. Furthermore, where the items of difficulty are constantly varying, the salesman becomes doubtful of his own information and the information which his firm may have upon the matter, particularly as there are no reference manuals on these conditions prepared for his benefit. Advertising, because it has a tendency to crystallize, use, or forestall all arguments in connection with the service of the goods, gives the salesman, ready to his hands, textbooks for the benefit of the customer, and relieves his time in so doing.

In interviewing the hundreds of salesmen from whom the writer has bought, not only in connection with advertising, but previously in other lines, in almost all cases where specific information is required, the advertising catalogue or other matter is brought out by the salesman to reinforce his own statement and to save his own time.

The benefit in actual dollars and cents of a moderate amount of advertising for the use of the salesmen is so obvious that virtually no concerns are without some of this kind of advertising, however much they may be inclined to call themselves disbelievers in advertising.

In one case which came to our notice, the advertis-

Digitized by Google

ing department was created for the purpose of "eliminating a lot of correspondence with salesmen and dealers and defining the service," this being at the time considered as the limit of its usefulness.

In some directions the economic effect of advertising upon the dealer and jobber—otherwise the distributor—arises from the same cause. That advertising has a tremendous effect upon him, apart from the effect upon his customer, is exemplified by the fact that great increases of business have been secured many times without the advertising having had an opportunity to affect the consumer.

Apart from this effect upon the dealer, which is somewhat like the action upon the salesman, there is the effect upon him due to the attitude of the consumer and, as a consequence, of the consumer's effect upon him.

Advertising makes goods known to the consumer, it makes more goods known to him, and it familiarizes him with the arguments in connection with the various commodities in such a way that he becomes a greater buyer, a more discriminating buyer, and a critic of the comparison between the goods and the advertised service of those goods.

The consumer, therefore, requires of the dealer two or three things which he did not formerly demand. His knowledge makes it necessary for the dealer to carry the stock the consumer asks for instead of using his own judgment upon its value. The consumer, by asking for certain brands, makes less claim upon the dealer's time, because of the fact that he is already sold, and demands only the delivery of the package. Further, the consumer learning from the advertising of the many uses for the product, buys more of it, and

Digitized by Google

therefore the individual purchases of the dealer are increased, and his stock turns over with greater speed. The profit from the increased speed of stock turnover is so much more than any other item in connection with an individual product from the dealer that this is naturally the controlling one in measuring the value of the advertising of a product to the dealer.

The value of advertising to the manufacturer is simply the expression of its value to the consumer, dealer, jobber, and salesman.

The value to the consumer is in increased convenience and service; the value to the retailer is in increased turnover and decreased selling expense. The jobber values are the same, although he recognizes them least of any distributor, and would like to hold in his hand the brands which control the market. The manufacturer's advantage comes in increased market, secured without a proportional increase in expense.

Of course the possibility of securing all these benefits depends upon the proper use of advertising, and is by no means general or a necessary accompaniment to the use of the force without regard to the method of operation.

Steam as such has within it the power to do all the things to which it has been harnessed, but without the engine and other equipment that power would remain useless, and the value of the power secured is in direct proportion to the efficiency of the equipment used in harnessing the steam.

Advertising is a power—the power of publicity—and the value it will bring to any commercial organization depends entirely upon the way in which it is harnessed to do the work, and the value of the equipment to which it has been tied.

Digitized by Google

The above economic advantages of the use of advertising in business represent simply what is possible, with the present equipment, to secure, if the equipment be properly used. There is little doubt that the future will see a vast improvement in advertising and the amount of value to be secured out of it; but at present these considerations represent the maximum advantages which can be secured, and nothing further can be expected in present circumstances.

Digitized by Google

CHAPTER III

THE FACTORS WHICH DETERMINE THE KIND AND EXTENT OF ADVERTISING

Factory organization and output — Consumption — Competition — Prices — Packages — Amount of individual purchase — Number of individual purchases per year — The amount per unit per 1,000 allowable for advertising — The possibility of economic use — Information required before advertising.

It is obvious that as advertising is a force the value of which depends upon the conditions governing its usage, the factors which enter into its use as a valuable economy in business are necessary to any consideration of its feasibility in any particular case.

There are several well-defined physical limitations which enter into every proposition looking to the use of advertising, and these features can be gathered and proportioned in such a way as to give some equational conditions which will illustrate the possibility of using the advertising force with sufficient definiteness to determine its economic advantage. They form the preliminary items without which any determination upon an appropriation for advertising is so much guesswork, which alone cannot justify the use of advertising as a regular part of the sales work.

FACTORY ORGANIZATION AND OUTPUT

In connection with products of a staple character distributed direct from the manufacturer to the con-

Digitized by Google

sumer, the conditions are such that any excessive freight charges, any differentiation which will increase to some extent the selling price, will affect the possibilities of sale immediately and to a large degree. In these circumstances the output of the factory should of necessity be sold within the smallest territory immediately tributary thereto that will absorb the output.

In a great many cases where the product is a specialty sold direct to consumer or through dealers, the possibilities of the consumption are such that the output could be absorbed in a much smaller radius from the factory than is usually covered by the sales organization, provided that proper intensive means were taken to develop the full possibilities of the territory.

In the beginning of the work of marketing a product, the scheme of selling rarely involves the territory planned to be ultimately covered. As a rule there is a progressive extension of territory, and this extension should naturally be considered in relation to the factory location and output.

Furthermore, it is not always wise that the advertising should follow the sales organization, and in some cases it must be extended beyond the reach of the sales force in order to do the work of preparing the ground. As a consequence, it is necessary to consider the advertising not only from the point of view of sales organization, but independently from the point of view of the factory output and its location and the effect upon the sales possibilities.

Where the output represents, as it frequently does, only a small percentage of the total consumption of the country, it is obvious that it is easy to make the

Digitized by Google

advertising plans too extensive territorially for the necessities of the case. In order to avoid this danger it is necessary to consider thoroughly the factors mentioned. Furthermore, the output of the factory as it is at present may not represent the capacity which can easily be depended upon if the circumstances warrant. The advertising arrangement must of course be made not only with respect to present capacity, but with respect to future possibilities.

Rule. The ideal condition as to trade may be stated as that condition under which the output of the factory is sold through the smallest area of territory which can be allowed under the prevailing conditions of consumption and competition. Such an ideal state means the smallest unit sales and advertising cost, and consequently the least burden upon the goods.

CONSUMPTION

Having considered the factory location and output, it is necessary to determine the consumption of the material in question, covering the territory as a whole, covering the territory state by state, the per capita consumption, and the square-mile consumption.

The total consumption in the territory will show us the percentage of the business which it will be necessary for us to get in order to take care of our present output. It will also indicate whether an extension of the business to the future capacity of the plant would mean an extension of the territory or whether it could be taken care of by an increase in the percentage in the same territory.

It will enable us to consider the relative profit to be secured upon the individual in proportion to the cost of reaching him by advertising; and furthermore, it

Digitized by Google

will determine for us the cost proportionally with the consumption of the time and expenses of the sales force per unit in developing their percentage of the business.

For instance, if the total consumption of the business in the territory is 1,000,000 units, and the output is 100,000 units, it will be necessary for us to get ten per cent. of the business. If, then, the population of the territory is 10,000,000, the per capita consumption would be one-tenth of one unit. Suppose that in order to develop the one-tenth of one unit business it is necessary for us to reach each person five times in the course of the year by advertising; then the expense in proportion would be

$$\frac{\text{Price of one-tenth unit}}{\text{Cost of reaching person five times}}$$

Or if it is impossible for us to determine the number of times we should need to reach the person, we could figure the price we should secure for the one-tenth of one unit, determine the gross profit, and from that consider an arbitrary percentage for advertising, and consequently determine the amount we could spend on each person to get the business.

In respect of the square-mile consumption, referring back to the same figures, suppose that the square-mile consumption is 100 units, the percentage which could be secured would be 10 units. The gross revenue from 10 units balanced against the time and expense of the salesmen to cover the square mile would give us the actual cost of the selling operation apart from the administration or the advertising; that is,

$$\frac{\text{Price of 10 units}}{\text{Time and expense salesman 1 square mile}}$$

Digitized by Google

With factory location and output and these details of consumption, we could therefore make a preliminary estimate of the following factors:

(1) The percentage of the possible business which must be taken in order to agree with the output.
(2) The territorial extent of operations.
(3) The possible per capita advertising expense.
(4) The possible unit sales expense.

COMPETITION

There are modifying factors, however, which will have a tendency to rearrange the above estimates, so that they will assume different values. These factors arise from the condition of the competition involved in the particular problem at issue. The extent, the character of the competition, the length of time through which the various competitors have been in business, the character of their sales and advertising policy, etc., will modify the conditions under which we can expect to do business.

For instance, if the number of competitors is large, and the control which they exercise over the business strong, it may be possible for us to secure only five per cent. of the business instead of ten per cent.; in which case the territorial limits would be very much extended. On the other hand, if the number of competitors was small, and their hold upon the business weak, it might be possible to secure twenty per cent. of the business; in which case, we could reduce our territorial limitations, and considerably reduce our other expenses.

It is obvious that if we can secure only five per cent. of the business, our square-mile selling expense and

Digitized by Google

the per capita advertising expense will be correspondingly increased, so that the operating charges in the sale of the product will be materially altered; and it is equally apparent that an increase in the percentage of the business to be secured territorially will decrease correspondingly these expenses.

Suppose a square-mile consumption of 100 units, ten per cent. would mean 10 units, five per cent., 5 units; but the cost of traveling a salesman over that square mile would be virtually the same, so that in the one case we should have

Value of 10 units	*as*	Value of 5 units
Cost of time and expense 1 square mile	*against*	Cost of time and expense 1 square mile

It is obvious that the conditions are largely determined by the character and extent of competition.

The proper estimate of the competitive factors in connection with the foregoing factors is of the utmost importance in order to give us a proper basis for considering the expense and possibilities involved in the advertising and selling plans.

The strength of the individual competitor and the number of competitors, together with the consumption and output, will give

(a) The percentage of business per square mile which is the possible limit to be considered within a reasonable time.
(b) The square-mile selling and the per-capita advertising expense in relation to the output.
(c) The extent of territory to be covered.
(d) The value of competitive sales plans.
(e) The value of competitive advertising plans.

Digitized by Google

(f) The extent of the discrimination in the consumer's buying habit and the value of the advertising in this connection.

PRICES

As a natural sequence to the consideration of competition and its general form, the question of price has a very considerable bearing not only upon the possibilities of the market, but upon the policy which will govern the marketing effort.

While the market price at which an article is to be sold should be based upon the cost and the value of the service rendered by the manufacturer in making and selling it, the condition of the buying public, the extent of the supply, the fact that in most manufactured lines there is a surplus of product, determine the price at which the product can be sold in order to secure certain percentages of the business.

In the marketing of the great staple commodities which are known by their generic term, and sold in bulk, the cost of handling to the individual producer or manufacturer is of no account in the consideration of the market, for the price which can be quoted is limited to a very small fraction over and above the general price which supply and demand have established at the time. In some cases, in fact, the market is so general a consideration that even the slightest fraction above the quoted price is enough to destroy the possibility of sale, and a very few quotations below the established price are enough to break it.

In all cases where manufactured articles are bought with more or less discrimination between the par-

Digitized by Google

ticular manufacturers, and which reach the user in such a way that their particular origin can be identified, the range of prices is wider; and the possibility of securing a larger or a smaller price is dependent almost entirely upon the value of the individual service in proportion to the strength of the buying habit which it fills.

This is true, however, only to an extent, because the conditions which govern the buying possibility of the consumer in general in any country show that the majority percentage of such consumers are obliged to figure cost so closely that price will be almost a controlling influence upon the amount of business which can be secured in connection with a large percentage of the population.

If the contemplated condition in any particular instance is the control of forty, fifty, or a larger per cent. of the market, the price must be always a controlling factor, because of the fact that by far the largest proportion of the population are unable in their buying to lose sight of the cost factor. Wherever the percentages of business required are smaller, the price question is of little importance compared with the value question, which is a component of the price and the service. A certain proportion of the people who must always and eternally figure on every penny of expenditure, and all but a small percentage who are removed from that consideration, can be induced to pay very much larger prices than those represented by the majority market, even to the extent of two or three times the prices in some cases where the consumer has a habit of discriminating.

It will be seen, therefore, that the percentage of business which must be taken to meet output will have

Digitized by Google

a considerable bearing upon the price which can be secured. In its turn the price which can be secured will have a very great bearing upon the policy, arguments, and conditions of sale which will form the background in the sales work of the organization.

PACKAGES

As a corollary to the price, the package is of very great importance in considering the fundamentals of the advertising investigation. It is possible to get along with a package which is not entirely the acme of convenience or attractiveness where the public is being won over by the slow process of individual selling and no public opinion is being formed for or against the material; but where it is desirable to go out publicly, to turn the attention of all consumers to the goods and particularly to the package, which identifies the goods, it is of the utmost importance that this package should carry an additional argument in favor of the commodity rather than an argument against it.

It would be just as easy by advertising with an inconvenient package in connection with a commodity to turn the consumer definitely against the use of that commodity as it is to turn the consumer definitely toward the commodity when the advertising is properly arranged. Furthermore, in most cases where packages of various sizes are made up for use upon the market, it will be found that there is a wide difference in the capacity for sale of the different sizes of packages. In investigating the condition in regard to the packages used in a number of different lines, it has been found that only from one-third to one-sixth of the number of packages ordinarily supplied by a manu-

Digitized by Google

facturer attain any large percentage of sale, the rest being for the occasional purchaser.

Under these circumstances it would seem that any manufacturer going into such a field would investigate very carefully the popularity of the different sizes of package; but a study of the history of the packages of different concerns will show that no such analysis has been made in the large majority of cases. In one case, where the popular package was a certain size, a new manufacturer having unusual facilities for turning out the product very cheaply, determined to put upon the market a package of twice the size for the same price. On the face of it this would have been an excellent thing, as it would have meant an increased service and a consequent saving. The amount of material used by the average consumer was so small, however, that there was virtually no object in saving it, and a larger package was so much more inconvenient to handle that it defeated its own object.

The most important item outside of the size of the package is of course the attractive character of the package and its individuality. It is astonishing, however, to find that in many competing lines the packages are almost exactly alike, just as the trade-mark student will find that in competing lines many of the trade-marks are almost alike. Inasmuch as the object of identifying the product by placing it in a package which will reach the hands of consumers is to establish an individuality for that product, it seems the height of absurdity to destroy the value of that impression by making the packages as nearly similar as they can be made without infringing the unfair competition laws.

Digitized by Google

A further consideration in connection with the package is the question of its attractiveness from the point of view of keeping pace with the requirements of the value and price of the commodity. Much more attention is being paid to this matter in the last few years since advertising began to take advantage of the package in its work. The package, where the article is of general consumption, forms the most continuous reminder of the existence of the product of all forms of advertising, and it should have more care than any other item connected with the sale of the article. It has always been a matter of considerable curiosity to the writer as to why the cost of the package should have been included as a part of the manufacturing expense, and so determined in so many cases from a manufacturing point of view, instead of from a sales point of view. It is capable of becoming such a large factor in the selling of the commodity that attention to its appearance, even to the extent of increasing its cost, is usually entirely justified by the increased sales value which results therefrom.

AMOUNT OF INDIVIDUAL PURCHASE

The amount involved in the individual purchase of a commodity, in terms both of quantity and value, is a direct indication of the lines of distribution which must be followed in transmitting the goods from factory to consumer. It has, however, an additional value in illustrating the amount of effort which is required in the response of the purchaser to the buying necessity. It is further of value in its indication of the extent to which quantity has any influence upon the buying habit, and the degree with which a difference in cost would affect the purchase.

Digitized by Google

For instance, where an article is used in small quantities so that even the smallest package of it will last a considerable time, the individual purchase is almost invariably made by the small package, although the quantity is proportionately less for the price in that case. It has been found also that in these cases a larger quantity for the same price will not appeal particularly, because the use is so limited that the necessity for a larger quantity is remote and the offer of it frequently brings a suspicion of reduced quality. This is particularly the case where the article in question in the quantity required by the purchaser can be bought for a few cents. If it is possible to buy a package of a particular commodity for 5 cents which will last the average person three months, there will be no point in selling an eight months' supply for 10 cents. The individual purchaser would rather buy the three months' supply at 5 cents than the eight months' supply at 10 cents; because the quantity used is so insignificant, it is more convenient to handle the smaller package with the smaller outlay than it is to secure the ultimate saving by the larger package with the larger outlay. Even where a much larger supply can be given for a slightly increased price (as for instance, an increase from 10 cents to 15 cents, with a double amount of material) the inducement is not sufficient to balance the inconvenience of buying for storage so long ahead, of keeping a larger package and paying the additional amount.

NUMBER OF INDIVIDUAL PURCHASES PER YEAR

In connection with the amount of the individual purchase, the number of such purchases is very impor-

Digitized by Google

tant, because of the indication which it gives of the proportionate amount which can be devoted to the publicity work to the individual.

It is obvious that the 5 cent article which is bought 300 times a year will permit of a much larger advertising expenditure per individual than the 15 cent article which is bought 25 times a year. It will also indicate in connection with the foregoing factor whether the buying habit is one of daily routine, or occasional requirement or of regular but special necessity. From this standpoint it will give some definite idea as to the value of the buying habit and as to its strength in discrimination. These indications will help determine the length of time to be consumed in arriving at a certain percentage of business and consequently the amount of money which must be spent in order to secure the market.

THE AMOUNT PER UNIT PER 1000 ALLOWABLE FOR ADVERTISING

Having the foregoing figures all worked out and thoroughly determined, it is possible to reasonably assume an allowable advertising cost per unit for material to the capacity of the factory. It is obvious, of course, that the amount to be spent each year in securing the market should not be in excess of the allowance based upon the total capacity of the plant. This means that at no point in the development of the market should the advertising expense be larger than must be allowed to maintain the market after it has developed sufficient business to run it to capacity. Having developed the percentage of the consumption which is involved in the factory output, the character and the extent of the competition and competitive

Digitized by Google

prices, the packages used, the amount and frequency of the individual purchase, and the market limitations, these factors will permit a reasonable estimate of the length of time required to obtain a market for the factory output.

The manufacturing costs, the square-mile consumption in proportion to the square-mile selling expense, plus a reasonable charge for administration, will give the total cost in percentage of the market value of the unit. Figuring the possible percentage of profit, the stability of the business, etc., it is possible to make a reasonable estimate as to the percentage of individual unit price which can profitably be turned into advertising for the purpose of securing and maintaining the market for the output.

The factors which are unknown are so few in the equation which must be made, that it is possible to determine within reasonable limits the value which must be given to them in the equation so that the whole matter may be reduced to a reasonable estimate as to the value or otherwise of the advertising.

THE POSSIBILITY OF ECONOMIC USE

It is said by some students of advertising that it can be economically used in connection with all kinds of industry, and it may be that in the future this will be possible. Knowledge of its principles and requirements is undoubtedly increasing rapidly enough to permit the application of advertising to many things which formerly were without its range. It is still, however, of little or no value in connection with large departments of industry, and in connection with others its value is so limited that it becomes an insignificant part of the selling scheme. It may be stated that the

Digitized by Google

economic value of advertising in connection with any business is in proportion to the extent and discrimination of the buying habit. Practically all staple articles are bought without discrimination between individual producers; they have no identity other than a general one; they are, as a rule, carefully graded into qualities, standardized and settled, so that there will be no motive in attempting any individuality. For these things advertising is of no economic advantage. With such staples the buying habit cannot be materially affected by anything except a change in the economic status of the population or a change in the price of the staple itself.

Its economic value is small although definite where the articles are not staples but dependent to some degree upon individual skill and service, although they reach the user in unidentified condition and although they are bought largely upon price considerations. Knowledge of this class of goods and of individual service in connection with them is important in the welfare of the business, and such knowledge can be transmitted by advertising.

From this up to the point where advertising conducts the whole effort of selling, the economic status increases in importance. The general division of industry into which falls the particular proposition in question will govern the economic use of advertising apart from the factors previously considered in this chapter.

In other words, if the other factors have been considered, the value of the advertising must be determined from its influence upon the industry generally, and this will be in direct proportion to its economic value from its influence upon the buying habit.

Digitized by Google

For instance, if it is possible in the case of a specialty, direct to the consumer, of considerable value—such as large generating units—to determine the feasibility of advertising from the factors previously mentioned, it will then be necessary to consider the influence which can be exerted by advertising upon the selling cost of the material. In this case the influence will be entirely that of relieving the selling force of some of the tedious preliminary work and so increasing its efficiency.

Presuming that in this case the advertising will increase the efficiency of the sales force 5 per cent., then the cost of advertising must bear the same relation to that 5 per cent. increase that the selling expense would to the original gross revenue. In other words, suppose that with the selling force it is possible to do $200,000 worth of business at an expense of $30,000, and, with the advertising, to increase that to $230,000, then the cost of the advertising to be within economic limits should be not more than $4500.00.

INFORMATION REQUIRED BEFORE ADVERTISING

Some attention has been given to the economic factors which enter into advertising, and to the relation which advertising bears to the rest of the business, but this has not been stated in such form as to give an exact indication of all that must be understood before the advertising can be begun as an operation and even before the plan can be completed.

Inasmuch as advertising is a part of the marketing operation and depends for its success upon the consideration of the same fundamentals which must be investigated in order to have an intelligent sales policy, much of the preliminary information which is

Digitized by Google

required for the planning of advertising ought to be already at hand, except in the case of new organizations where there has been no opportunity to develop it.

It is unfortunately the fact, however, that comparatively little analysis has been made of the marketing requirements of a business so that the necessity for certain information has not been thoroughly understood. It is quite likely that in a great many cases further investigation and accumulation of statistics is necessary in order to give the information upon which an intelligent advertising plan can be based.

It is relatively more important that this information should be at hand when advertising is proposed, because of the limitation in the advertising operations and mass consideration, which will make any mistake of importance and any lack of information very vital. In this respect the sales work of a personal selling department is more flexible than the advertising and can be more readily accommodated to meet the changes brought about by further information. Change in advertising policy is an expensive and difficult matter and the information must, therefore, be at hand before the advertising is begun so that the necessity for change in policy will be less likely to arise. The personal selling department bears the same relation to advertising that the hand operations bear to machine operations. In hand work the artisan making a mistake in his operation may by unusual skill overcome the difficulty of that mistake, or even turn it to advantage. Some of the most beautiful hand work has been finished in a somewhat different form from that projected.

When the machine is used, however, the operation

Digitized by Google

must be exact. If anything occurs to the machine to destroy the exactness of its operation, the results of operation are the destruction of the piece and the machine itself may be seriously damaged by such disturbance.

The individual operation of selling is sufficiently flexible to make it possible to overcome some of the difficulties which present themselves as the selling organization develops. In fact the planning of selling in most organizations which have been working along those lines for some time is the result not of a definitely fixed policy, planned in the first place, but of a growth from the accumulation of individual experience.

Advertising on the other hand is sufficiently fixed and limited in its operation to partake more of the machine character and to require consequently more exactitude in its development. It must be figured a long time in advance. The arguments, packages, the conditions of sale, the question of guaranties or consumer service, must be worked out so that they will avoid all those difficulties which might ruin the capacity of the machine for its work as well as seriously affect the value of the work. In consequence of this the preliminary information to be used in considering an advertising plan must be thoroughly worked out so that the plan will be feasible and workable over the period of time required for its consummation.

There are three general divisions to be considered in arriving at the information which is necessary for the planning of the advertising. The first of these is the production and its relation to competition and consumption. The subsidiary factors which should be determined in connection with the product and its re-

Digitized by Google

lation to the general competition and consumption are as follows:

The present factory output.

The maximum factory capacity.

The total consumption in the territory to be considered.

The factory output in percentage of this consumption.

The factory capacity in percentage of this consumption.

The consumption by states or other territorial divisions.

The consumption by population areas—that is, whether the consumption depends upon large community, whether it is equally divided in proportion to the population of any community, or whether it is principally in the smaller community and country.

The number of principal competitors and if possible the total number of competitors.

The percentage of business secured by each of the principal competitors.

The packages as to size and condition, the grades or divisions of the articles sold by competitors, and the relative proportion of the business secured by each size, grade or other division.

Competitive prices to the consumer and distributors.

The second general division is the marketing in relation to the consumption and competition, and the subsidiary factors in this case are:

1. The unit area consumption in the different territorial divisions.
2. The per capita consumption in these different territorial divisions.

Digitized by Google

3. The relative strength of the principal competitors in these territorial divisions.
4. Prices and their variation territorially.
5. The increase or decrease territorially in consumption over a period of years and the consequent illumination of the tendencies of the market.

The third general division of this information is the sales and advertising organization and its relation to the consumption and competition, and the subsidiary factors in this case are:

1. The unit area consumption in the different territorial divisions and consequently the relative percentage selling expense.
2. The per capita consumption in these different divisions and consequently the relative percentage advertising expense.
3. The increase or decrease of this consumption territorially and consequently the probable future tendency of such cost.
4. The character of the sales organization of competitors in relation to their strength.
5. The character of the sales organization of competitors in relation to their distributing area.
6. The relative strength of advertised and unadvertised brands.
7. The character of the advertising and its relation to the relative strength of the advertised brands.
8. The territorial distribution of advertising, its relation to the territorial consumption and the territorial strength of the advertising competitor.
9. The size of the individual purchase, the number of purchases per year, and the strength of the buying habit.

Digitized by Google

It will be seen that the factors which are arranged under the first general heading will show the percentage of the total consumption (as at present indicated) which must be secured to get rid of the present output and the percentage of total consumption which must be secured in the future to take care of the maximum capacity of the plant.

The territorial consumption will show the strength of the different divisions of territory from a consumer standpoint, indicating the most productive and those which are of less value.

The division of this consumption and its relation to large and small communities will show whether the sales effort must be concentrated in a comparatively small area or whether it must be wide-spread in order to secure the result.

The number of competitors will indicate the diversity of appeal to the buyer, the ease with which the business can be entered, and the attractiveness from the standpoint of profit or requirements.

The strength of the principal competitors will indicate this condition more closely by demonstrating the amount of total consumption which can be concentrated in the hands of a few concerns.

The size of the largest competitors will indicate the probable limits in percentage of consumption which can reasonably be expected for the new organization.

The square mile and per capita factors mentioned under this heading will illustrate the percentage of actual sales expense and advertising expense which must be considered if the whole territory is covered, and also the possibility of reducing that territory by seizing only the most productive, and the effect which

Digitized by Google

this would have upon the percentage advertising and selling expense.

The figures on the amount of the individual purchase and the number of purchases per year will check up on the foregoing amount which each consumer takes, will determine the rapidity of the movement through the dealer's hands and the effect of package convenience and other items upon the individual purchases.

The reduction of all the items under this heading to the territorial divisions will indicate the desirable territories from the standpoint of expense and output and will make it possible to concentrate upon the important territories so that the sales and advertising expense are kept at a minimum and the efficiency of trade condition correspondingly increased.

The factors under the third division illustrate very fully the success which has attended the use of certain sales methods and organization policies and the value of these methods, prices and arguments in connection with the goods which the competitors are distributing. The relative character of these sales organizations taken in conjunction with the relative strength of the competitive concerns will have a tendency to make it possible to determine the relative importance of the different methods and policies employed. This same thing is true in connection with the advertising, except that the comparison in this case is much easier because of the public character of advertising and the fact that the methods can be determined more readily and the underlying policy more thoroughly secured.

Comparison of advertising with the strength of the advertised and unadvertised brands will indicate the value of this advertising *per se* from the customer's

Digitized by Google

standpoint and the value of the different methods in proportion.

Furthermore, the strength of the advertised brands in comparison with the strength of unadvertised brands will determine the discrimination in the consumer's buying habit and the extent to which the advertising can express in valuable terms to the consumer the individuality of the service rendered by the advertised product.

There are some cases in which the information developed will not give these indications as they are expressed in this estimate. Where so large a proportion of the business is in the control of one organization, or one group of organizations, as to virtually amount to monopoly, the control of the productive capacity of manufacturing plants in these cases may be sufficient to outweigh a good many weaknesses and deficiencies in the marketing scheme so that the strength of the marketing organization may not be equal to that indicated by the amount of business secured. Some of the factors which are mentioned in these cases are difficult to determine in any industry and in some industries the limitations of competition and consumption are so thoroughly defined and the character of the buyer so well known that no special compilation is necessary to determine these points. All the factors mentioned, however, have a very close relation to the validity of any plan for marketing which may be adopted and will determine to a considerable extent the percentage of selling expense *in toto* which the organization involved may be burdened with. Where distributors are to be considered and where the lines of distribution are not firmly fixed it is important that the investigation should cover also the

Digitized by Google

different classes of dealers who carry the product in stock and the relative strength of these dealers in respect to the amount of business which they do.

Digitized by Google

PART II

THE PSYCHOLOGICAL FACTORS IN ADVERTISING

Digitized by Google

Digitized by Google

CHAPTER IV

THE PSYCHO-ECONOMIC RÔLE OF ADVERTISING

Introduction — Knowledge of the market — Knowledge of the commodity — Establishing the association — Making the association dynamic.

INTRODUCTION

In this discussion the intention is to sketch the main lines of approach which the advertising man must have in mind, whether he be engaged in the preparation of copy, as writer or illustrator; or in the general mapping out of campaigns; or in the buying or selling of advertising space; or in the general supervision of the routes and stations of marketing; or in the analysis of results and costs; or in the direct management of salesmen and solicitors.

It is obvious that in some of these processes the most important line of training and preparation may not be strictly psychological in character, but rather artistic, technical, commercial, or statistical, as the case may be. The psychological factors are of especial importance in the preparation of copy, the planning of campaigns, and the administration of advertising space and media. It is for this reason that special emphasis is laid on these processes in the present section of this text book.

The work of advertising is essentially a part of the larger economic process of distribution. Advertising takes for granted the existence of the industrial proc-

Digitized by Google

An appeal to appetite and sensual gratification

esses of production and the commercial processes of marketing. It therefore also takes for granted the existence of a world of possible customers, with needs and desires which require satisfaction and with established habits of satisfying these needs through some of the ordinary channels of marketing.

In its most common form, advertising also takes for granted a competitive system of production and distribution, in which rival producers contend for the patronage of these possible consumers. But even in the case of monopolies, advertising still plays a rôle, in so far as it directs the possible consumer toward the commodity which will satisfy his present needs, and in so far as it stimulates new needs not already felt to be urgent by special classes or by people in general. Originally the word "advertise" meant to "turn toward," "to direct to." In this original sense it takes the product and the need for granted, and seeks merely to direct the proper needy person or buyer toward the proper commodity.

As employed more recently, advertising has come to

Digitized by Google

The article possesses appetizing qualities

mean not only the direction of established buying habits toward particular products rather than toward other products, or toward products in general, but very frequently the advertiser attempts to market a commodity for which no specific needs exist at the

Digitized by Google

time. Advertising then becomes also a process of education, a process of establishing new buying and consuming habits, and of creating new needs or investing old needs with new urgency or novel form.

Solid comfort

Speaking generally, then, any advertising, whether in the form of the advertising man, the advertising medium, the campaign as a whole, or even the single piece of copy, is confronted with four main problems or tasks.

KNOWLEDGE OF THE MARKET

The first problem is that of knowing the pre-existing needs of the community at large, and especially the needs of the particular individuals with purchasing power. A knowledge of the fundamental needs of men and women is thus the first requisite in the equipment of an advertising man. This knowledge is equally fundamental, whether the specific problem be that of appealing to the preëxisting needs of people or

Digitized by Google

whether it be that of stimulating new needs on the part of individuals, groups, or the community at large.

Loyalty to those with whom we have been pleasantly associated

KNOWLEDGE OF THE COMMODITY

The second task consists in the accurate analysis of the commodity to be distributed, an analysis which shall reveal the specific qualities which possess the power of satisfying the definite needs of possible

Digitized by Google

Fear, devotion and bodily safety

Digitized by Google

buyers. This analysis should reveal at once the nature of the task to be undertaken in the advertising campaign. It should indicate whether the task is to be merely competition with rival commodities or firms in the satisfaction of pre-existing needs, or whether the qualities possessed by the article merit an educational campaign in which new needs are developed or old needs given new directions. This analysis should reveal the nature of those particular satisfactions which the article is calculated to give—as for example, whether the commodity will satisfy in an immediate way the appetite, the fear, the ambition of the buyer, or whether its service is to be of an indirect sort. It should show whether the article is to be itself the object of direct consumption or whether the com-

The play instinct

Digitized by Google

The sports of childhood

Digitized by Google

modity is to be used as a tool in the production of certain other objects or facts which are themselves the immediate satisfaction of the needs of the buyer.

ESTABLISHING THE ASSOCIATION

These two analyses having been made, the one of the

Fear, cunning, revenge and protection

needs of the community and the other of the qualities of the article, the next task of the advertiser is that of establishing connections or associations between the specific commodity and the more or less particular needs. The first task, that of discovering the needs of the community, is a psychological one. The second task involves chiefly the technical and industrial familiarity with the product.

This third task, again, is a strictly psychological one. To establish associations between commodity and need means to create mental habits, thought

Digitized by Google

habits, action habits, of such a sort that the feeling of the need at once suggests to the mind of the in-

Safety first!

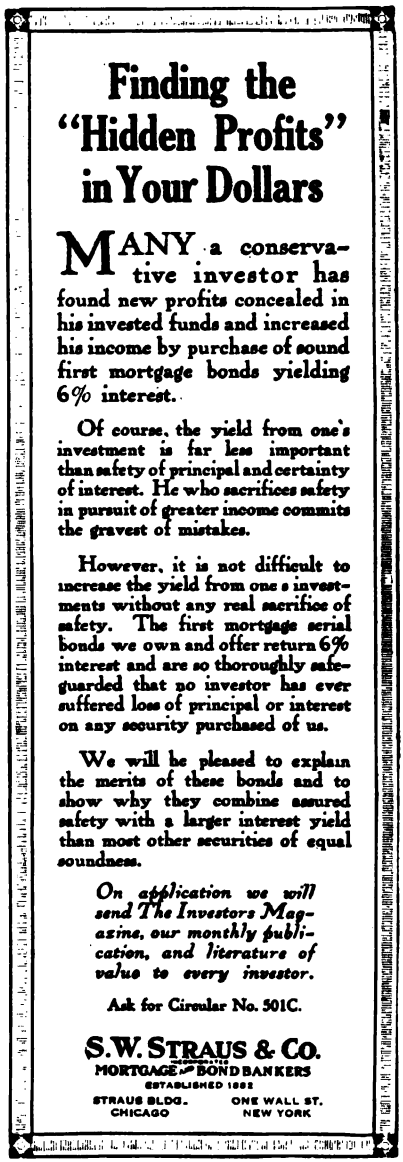
dividual the commodity in question. This implies a knowledge of the laws of thinking, the laws of association, the phenomena and characteristics of memory.

Digitized by Google

the facts of habit and the general characteristics of human action and human behavior. Since advertising is seldom of monopolies, this third task also involves a knowledge of the way in which men and women make their decisions, the way in which they are persuaded, convinced, made to feel strongly.

MAKING THE ASSOCIATION DYNAMIC

Having discovered the appropriate need and the corresponding quality of the commodity, having established in the mind of the possible consumer an association between his own need and the commodity to be distributed, the remaining task is that of making this association dynamic. The mere association of ideas on the part of the possible consumer is futile. The whole process is futile unless the established



The acquisitive instinct

Digitized by Google

association is invested with dynamic power such that the mere association of ideas is realized in action. Specific action must be produced. The need being felt, the quality of the commodity being known and connected with this need, the craving must realize itself in an act of purchase, or at least in an act of inquiry, an expression of interest. To suggest and produce specific action, definite response, is then the fourth task of the advertiser.

Here again we are face to face with a purely psychological problem. The laws of suggestion, the processes of will, choice, action, in general a knowledge of the dynamics of human behavior is required as an essential part of the advertiser's equipment.

Digitized by Google

CHAPTER V

THE ORIGINAL NEEDS OF HUMAN BEINGS

Characteristic animal needs — The needs of primitive men — The civilized human being.

CHARACTERISTIC ANIMAL NEEDS

As we pass from the simpler to the higher forms of living organisms and move out along that great branch of life which bears the animal forms, with their varying degrees of complexity, certain needs become more and more important. Not only do they become more and more important, but they become highly complex and subtle and varied in their manifestation. The function of *metabolism* becomes highly differentiated, and the need for particular foods and feeding places, particular drinking places, develops. Combined with the functions of *sensitivity* and *reproduction,* this function of nutrition develops into specific needs for shelter, protection from physical danger and attack, bodily defense, methods of storing up food and more and more aggressive methods of securing it. The care and training of the young, the processes of mating, incipient tendencies toward community existence develop the needs of play, exercise, combat, leadership, and, to a certain extent, division of labor. In this process of animal development, specific modes of behavior are formed and perpetuated, which we call *instincts.*

These instincts are originally developed in the same

Digitized by Google

It is fine to come here, Clara. You always have delicious

Hires

An appeal to sociability and hospitality

way as are the various weapons of defense and organs of locomotion—as convenient tools for the certain and safe struggle for existence. Once the instincts are established, their very satisfaction constitutes a source

Digitized by Google

of pleasure to their possessors, and the failure of their gratification becomes an annoyance, a craving, and leads to more or less definite desires, wishes, or needs.

Even if there is no longer any biological necessity

Golden Hours With Billiards

The "Baby Grand" turns dull winter evenings into golden hours of delight.

The joy of life, the spirit of play, make the time pass all too quickly. "No place like *home*" to fully *enjoy* the royal game of *billiards*.

When mother "shoos" the players off to bed, someone is sure to exclaim—"*Who turned the clock ahead!*"

That's just an innocent little trick of the Brunswick "Baby Grand."

For "His" Christmas—The Beautiful Brunswick

"Baby Grand" Billiard Table

Satisfies the need for sociability

for the activity of the instinct mechanism, the psychological need is still present, and this is a real factor in the life of the individual. In this way arise many specific modes of reaction to particular objects in the world. These modes of reaction we call by such names as curiosity, fear, play, constructiveness, combativeness, gregariousness, lust, etc. They are the instincts,

Digitized by Google

and represent, in the main, the fundamental animal needs.

THE NEEDS OF PRIMITIVE MEN

At a high level in the scale of animal life we find human beings living together, in very simple ways, using rough coöperative methods for their mutual struggles. The simple and direct instinct mechanisms of the lower animals tend to persist, but they are in many cases less definite in form and more varied in scope and range. New forms of instinctive reaction arise—cunning, ornamentation and decoration; the elementary instincts of fear, defense, and curiosity develop into vague tendencies of worship and reverence. Social sanctions and ideals arise and such tribal or family relations as sympathy, loyalty, revenge, and honor are found. Cleanliness, ritual and ceremony, organization, develop. Processes of exchange and barter, institutions of war and government, education, marriage, property, are not long delayed. The simple animal instincts become overlaid with

An appeal to ambition

Digitized by Google

the results of training, habit, and custom, and the needs, desires and cravings of each individual are infinitely multiplied.

THE CIVILIZED HUMAN BEING

As civilization progresses these needs and cravings of men and women become ever more subtle and highly elaborated. To be sure, these needs can, for the most part, be traced back to the fundamental needs of animals, or even to the essential characteristics of organic existence. The main difference is in the variety of form, the subtlety of gradation, the ease of modifiability, and the susceptibility to training possessed by the needs of civilized people. Three tendencies may be pointed out, each of which has particular importance for the advertising man.

(1) The various elementary instincts persist, and perhaps new forms are added, but they tend to become less and less specific and more easily modifiable. The lower animal could hardly be advertised to, for

Digitized by Google

his reactions are formed in a more or less ironclad way, and relate to definite objects and situations in his life. But the human being shows instinctive tendencies which may be directed toward new objects and situations, and the original needs and response tendencies may be very much modified, elaborated, added to, and otherwise changed by education, entreaty, appeal, argument, and experience.

(2) Elaborate traditions, customs, and sanctions are developed, treasured in art, education, and in religious and civic ceremonial. These become early impressed on the individual, and once impressed, assume the coerciveness of instincts. To each of them correspond new needs and cravings which must be satisfied. Indeed these new needs may even become more coercive than the cruder instinctive cravings, since they are supported and encouraged by the sentiment of the community, the sanction of the state, and the verdict of history. These reinforcements the instinctive needs seldom receive. Cleanliness, chivalry, piety, honesty, purity, patriotism, chastity, obedience, cooperation, and countless habits of daily life, needs of the moment, requirements of this and that occupation, class, etc., illustrate these new needs which characterize civilized human beings. To all of them the advertising man can appeal.

(3) In the struggle to achieve many of these desires, certain still more varied and distinctively social values arise, values which serve mainly to distinguish one individual from another, one group from other groups, in the eyes of the community at large. Ideals of style, fashion, prestige, exclusiveness, propriety, etiquette, all the vagaries and fancies of the leisure class and the dilettanti—these no less than

Digitized by Google

The universal instinct of ornamentation

Digitized by Google

the more biological necessities of existence, constitute human needs. They form triggers of reaction, explosion points of response, which need but to be touched off to bring about vigorous behavior. These effective conceptions and habits and ideals, along with the social needs and values and sanctions, combined with the instinctive requirements and the fundamental organic necessities, all these are the original needs of the community which the advertiser must know intimately and in great detail.

All these demands are represented in conduct by tendencies to act. They take the form of impulses, cravings, desires, wants, standards, habits, values and customs, and represent, from the point of view of distribution, what we call the *needs* of the community. Their special and varied modes of origin may be neglected as having only scientific interest. Practically they may all be treated together as ways of behaving, tendencies to respond. Advertising may be conceived primarily, then, as the art of effectively presenting a commodity in such a way that it will touch off, appeal to, or satisfy, one or more of these tendencies.

The advertising man must know as much as possible in detail about the range of human needs, their relative urgency when appealed to in advertisements, the ways in which individuals and classes differ, so that in analyzing his commodity and preparing his copy he may get, with a minimum of effort and waste, a maximum of returns. The time is long past when advertising was a mere matter of vague and general announcement. A quarter of a century ago advertising men seemed not to realize that human beings possess such things as specific needs or definite instinctive tendencies. Copy was vague, unspecialized, unconcen-

Digitized by Google

Buy because others do!

Digitized by Google

Be clean

trated and scattering. This was well enough when printing was new, when industry was unspecialized and competition weak. In our own time only direct, specific, bull's eye appeal to definite interests, needs and desires is effective. Something more about the relative urgency and coerciveness of these human needs we shall see in due time.

Digitized by Google

CHAPTER VI

THE CHIEF HUMAN INSTINCTS, NEEDS AND EMOTIONS

Classification of instincts — Suggestive list of instincts and emotions — The relative strength of instincts and interests.

CLASSIFICATION OF INSTINCTS

In the past experience of the race certain objects or situations have stood out as fundamentally important in the struggle for survival, supremacy, and comfort. Definite modes of reaction have been found to be most appropriate in dealing with these particular objects or situations. Individuals who have reacted promptly and definitely in these appropriate ways have been successful, have flourished, and have left offspring who possessed the same inborn tendencies to reaction. Individuals who failed to react in these appropriate ways perished and left no progeny. So there has been a long process of selection, in which only those individuals have survived with greatest advantage who displayed mechanical tendencies to react in the ways which race history has proved most expedient. These reflex, mechanical tendencies are said to be instinctive. When many of them are considered together, because of certain similarities in their character or result, or because of certain similarities in the objects or situations which provoke them, we speak of single instincts, such as curiosity, combativeness, constructiveness, etc.

Digitized by Google

The building instinct

When we speak of special instincts it should be borne in mind that we do not mean perfectly definite and distinct sets of movements which will be carried out in the same way on all occasions. We mean rather a somewhat loosely classified set of special connections between stimulus and response, each connection being itself definite and specific, and the various tendencies being more or less related to each other on the basis of their consequences or the kind of object provoking them. Thus the instinct of curiosity does not lead us to do always some one particular sort of thing or series of things. But in general, to things which are new, or sudden, or unexpected, or in motion, or intense, or in any other ways *novel* or unusual, we respond by varied movements, such as turning the head, craning the neck, pricking up the ears, extending the hand, prodding with the foot, etc., etc. The particular movements and the objects inducing them may be infinitely varied, but in general, the

Digitized by Google

The building instinct

Digitized by Google

objects are novel and unfamiliar and the reactions are inquisitive, explorative and investigative. This is why we group the various specific connections together under the name "Instinct of Curiosity." Much the same thing is true of all the other instincts.

While it would be arbitrary to pretend to give a complete list of the instinctive tendencies of human beings, it is nevertheless useful to have a tentative enumeration of the most important in mind. It is also well to remember that in general each instinct is the basis of a corresponding emotion. The instinct is a tendency to react, but each characteristic reaction is accompanied by an equally characteristic feeling or emotion. Sometimes the emotion and the instinct are designated by the same name. Thus "Fear" means either a way of behaving or a way of feeling, and hence, either an instinct or an emotion. Much the same thing is true of anger, hatred, etc.

In general the human instincts, and their correlated emotions, may be grouped under three headings, according to their function and their degree of coerciveness. These three headings are (a) Individual Instincts, (b) Social Instincts, and (c) Racial Instincts. All instincts make for the well being of the individual, but some are more social than others in their reference. Among the individual instincts we may place locomotion, taking nourishment, making vague sounds and random movements, fear, pugnacity, self-assertiveness, collecting and storing up objects, emulation or rivalry, hunting, curiosity, and perhaps the abhorrence of filth. Under the social instincts we may place such tendencies as bashfulness, desire for companionship, certain fears, sympathy, self-sacrifice, and perhaps imitation and play. Among the racial instincts would come the

Digitized by Google

An attempt to play on pride

sex reactions, homing, nesting, mating, the various sorts of affection and parental and filial devotion, and coquetry. It is of course not possible to draw sharp lines of demarcation between these three groups of instincts, but the broader lines of distinction are, in theory at least, fairly clear.

SUGGESTIVE LIST OF INSTINCTS AND EMOTIONS

The following tabulation of the chief instincts that can be appealed to in advertising will be found useful

Digitized by Google

in the analysis of the commodity, the planning of the campaign, and the preparation of copy. Along with a suggestive name for the instinct are given the emotions for which the instinct constitutes the basis. The characteristic acts which are designated by the instinct name are also given in each case. It should be understood that this list is offered only as a working basis, and does not pretend to give an exhaustive analysis of human nature. It gives, in the main, the chief instincts operative in connection with business transactions.

The Instinct and Its Corresponding Emotions	*The Sort of Behavior to Which It Prompts Us*
1. APPETITE (Hunger, Tastefulness, Sensual Enjoyment).	To gratify and exercise the senses and to continue the stimulation for a reasonable length of time or so long as the stimulation remains pleasant. (Illustrations, pages 54 and 55.)
2. COMFORT (Calm, Restfulness, Relaxation, Ease).	To avoid pain of any kind, by flight, by removal of the stimulus, or by various overt acts of evasion or aggression. (Illustration, page 56.)
3. SEX (Passion, Lust, Love, Coquetry).	Definite responses toward the opposite sex in general or toward particular members of it.
4. DEVOTION (Faithfulness, Loyalty, Affection).	To protect and be loyal to our dependents or to those with whom we have long been pleasantly associated, as in family, school, or community life. (Illustrations, pages 57 and 58.)
5. PLAY (Merriment, Playfulness, Sport, Joy, Humor, etc.).	To work off superfluous energy, either alone or in combination with others, and to enjoy this

Digitized by Google

The Instinct and Its Corresponding Emotions	*The Sort of Behavior to Which It Prompts Us*
	process either in action or in contemplation. (Illustrations, pages 59 and 60.)
6. FEAR (Timidity, Fearfulness, Anguish, Caution).	Retractile or inhibitory reactions before definitely dangerous objects, as indicated by the experience of the race. (Illustrations, pages 61 and 62.)
7. ACQUISITIVENESS (Propriety, Selfishness, Stinginess, etc.).	To accumulate and store up objects, either with or without particular value. To save, to bargain, etc. (Illustration, page 63.)
8. HUNTING (Cruelty, Eagerness, etc.).	To pursue and destroy various objects, especially if they are inferior in power and in motion. Related to Combativeness and Playfulness.
9. SOCIABILITY (Lonesomeness, Sociableness, Hospitality).	To be gregarious, to form groups, to have chums, and to react to the adjustments of other members of our group. (Illustrations, pages 66 and 67.)
10. COMPETITION (Emulation, Jealousy, Ambition, etc.).	Conquest, leadership, domination of inferiors, rivalry with equals, and jealousy of superiors. (Illustrations, pages 68 and 69.)
11. CURIOSITY (Inquisitiveness, Curiosity, Longing to know).	To examine novel objects for which ready made protective responses are felt to exist. Explorative and investigative conduct.

Digitized by Google

The Instinct and Its Corresponding Emotions	*The Sort of Behavior to Which It Prompts Us*
12. SHYNESS (Modesty, Bashfulness, Reserve).	To avoid strange objects and situations which are felt to be superior yet well disposed, and for which there is uncertainty of protective response.
13. ORNAMENTATION (Beauty, Display, Pride in Appearance).	To decorate one's person or one's belongings, and to exhibit them in a favorable light. (Illustration, page 71.)
14. IMITATION.	More or less general tendencies to act as others act, to behave with the crowd, etc. (Illustration, page 73.)
15. REVENGE (Anger, Hatred, Resentment).	To resent, by overt attack or otherwise, the aggression of others against ourselves or against those to whom we are devoted.
16. CLEANLINESS (Purity, Decency, Wholesomeness).	To conceal or remove filth from one's person or from one's belongings. (Illustration, page 74.)
17. WORSHIP (Piety, Reverence, Faith).	To reverence, do obeisance to, and feel subordinated to the hopelessly superior.
18. CONSTRUCTIVENESS.	To build, create, invent and construct, for the sheer pleasure of manipulation and success. (Illustrations, pages 76 and 77.)
19. SYMPATHY (Sorrow, Pity, and their allies).	To aid unfortunates, especially those who suffer in ways in which we have ourselves suffered.

Digitized by Google

The Instinct and Its Corresponding Emotions	*The Sort of Behavior to Which It Prompts Us*
20. CUNNING (Secrecy, Intrigue, Slyness).	To plan in secret, to circumvent, to use strategy.
21. PRIDE (Haughtiness, Conceit, Proudness, etc.).	To favor our own work, possessions, abilities, etc. (Illustration, page 79.)
22. GRATITUDE (Thankfulness, Gratefulness, etc.).	To feel and act well disposed toward the sources of our pleasure.
23. THE COMIC (Laughter, Amusement, Hilarity).	This instinct shows itself chiefly in the tendency to tease or banter, or to enjoy seeing others teased or bantered by other people or by nature.
24. HARMONY (Symmetry, Proportion, Balance, Stability, etc.).	The tendency to continue or to effect arrangements in time or space, which display such qualities as those indicated, including also Rhythm, Melody, etc.

THE RELATIVE STRENGTH OF INSTINCTS AND INTERESTS

It is not enough that the advertising man know the general features of these instinctive reaction tendencies. He must also know to what degree he can appeal to them in advertisements, to what degree this or that appeal is strong, not only in general life, but particularly as a basis of appeal in merchandising. This will depend somewhat on the general strength of the instincts, somewhat on the preceding tendencies of advertising copy, and partly on contemporary tendencies. Thus when patent medicine advertisements, with their lurid claims and false pretenses, have strenuously assaulted the instinct which makes us long for health and bodily comfort, a breakfast food which claims to be

Digitized by Google

health-giving may be made distasteful by the mere fact of its association in the same class as the patent medicines. Or when every commodity is claiming virtue because of the fact that it is imported, or in a frontier region where every commodity is imported, the prestige of "Importation" loses what value it might otherwise possess. Not only must the advertiser know human nature in general, but he must also keep his finger on the public pulse and know what motives and values are in circulation.

In our own day, experiments have shown in quite definite ways the relative strength of various appeals which can be used as selling points in advertising copy. The experimental methods have been checked up by the analysis of actual advertising campaigns and the detailed examination of the results of particular pieces of copy. Time and again this has been done, especially in the laboratory. Of special interest is the following Table of Persuasiveness, which shows the relative strength of various sorts of selling points, for men and women of the educated classes of our present day, and also the relative strength when the results for men and women are combined. In the present connection we shall present the table, explain its contents, and show the various ways in which it can be applied in the analysis of commodities and in the preparation of effective advertisements for various commodities.

THE TABLE OF PERSUASIVENESS

Showing the relative strength of various appeals to instincts and interests as determined by experiments on the pulling power of advertisements.

The highest possible value is 100, the lowest is 0. Values range thus from 0 to 100, the appeal indicated by the

Digitized by Google

highest number being the strongest in pulling power. The actual values range from 4 to 94, with either men or women, and from 10 to 92 when men and women are combined.

Appeal	*Strength*
Healthfulness	92
Cleanliness	92
Scientific Construction	88
Time Saved	84
Appetizing	82
Efficiency	82
Safety	80
Durability	78
Quality	72
Modernity	72
Family Affection	70
Reputation of Firm	58
Guarantee	58
Sympathy	54
Medicinal	50
Imitation	50
Elegance	48
Courtesy	48
Economy	48
Affirmation	42
Sport	42
Hospitality	42
Avoid Substitutes	32
Clan Feeling	18
Nobby, etc.	16
Recommendation	14
Social Superiority	12
Imported	10
Beautifying	10

Digitized by Google

CHAPTER VII

ANALYSIS OF THE COMMODITY

Application of the Table of Persuasiveness — The forms and varieties of advertisements.

APPLICATION OF THE TABLE OF PERSUASIVENESS

THE beginner in advertising will do well to spend some time in a careful study of the Table of Persuasiveness, in a comparison of the various points there presented, and in a more detailed study of the methods used in securing the data. This method he will find many uses for in carrying out his own plans and campaigns or in selecting the copy to be run, the points to be stressed, the appeal to be made, etc. The table as given above is in a generalized form, and applies to all commodities in general, or, more correctly, to such commodities as might actually be described by any or all of the points or qualities mentioned in the table.

Obviously there is as a matter of fact no such ideal or universal commodity. Thus durability, time saved, and beautifying properties could hardly be applied as descriptive points in favor of food products; nor do appetizing and medicinal value seem quite appropriate as selling points for clothing or hardware. What the table really means is this; in so far as healthfulness can be reasonably applied as a descriptive term to any commodity, in just that far is healthfulness the most persuasive quality possessed by that commodity. If healthfulness or cleanliness do not apply in an intel-

Digitized by Google

ligible or relevant way to the commodity in question, then the next quality in the table that can relevantly apply is the strongest selling point for that commodity.

Given the commodity to be advertised, then, the first thing to do is to determine what needs the commodity can satisfy, to what instincts it can be relevantly made to appeal—in other words, the commodity must be analyzed into its qualities. The list of relevant qualities may then be compared with the Table of Persuasiveness, and the relative order of the various selling points for the commodity in question thus determined. There will thus be a separate table for each commodity, or at least various tables, which vary somewhat from commodity to commodity.

Thus if the commodity to be distributed is NAILS, the first quality in the table that is relevant is perhaps "scientific construction." Then follow, in order of value, "safety," "durability," "quality," "reputation of the firm," "guarantee," "economy," and "recommendation by others." Drawing up a special table for the commodity NAILS we thus derive the following:

PULLING POWER OF NAIL ADVERTISEMENTS

Selling Point	*Relative Value*
Scientific Construction	88
Efficiency or Safety	80
Durability	78
Quality	72
Reputation of the Firm	58
Guarantee	58
Economy, Bargain, etc.	48
Civic Pride	18
Recommendation by Others	14

If not NAILS but some such commodity as BREAKFAST

Digitized by Google

Food is being advertised, then we would derive some such table as the following, and it has been clearly proved that the points would really have the relative values indicated in the table, when employed as advertisements.

PULLING POWER—BREAKFAST FOOD ADVERTISEMENTS

Selling Point	*Relative Value*
Healthfulness	92
Cleanliness and Purity	92
Appetizing Qualities	82
Appeal to Mother Love	70
Reputation and Guarantee	58
Medicinal Properties	50
Economy and Cheapness	48
Mere Assertion of Value	42
Hospitality and Sport Uses	42
Appeal to Civic Pride	18
Used by Social Superiors	12
Imported	10

If the article to be advertised were a tool, as a typewriter, for example, some such table as the following results. In the case of tools, the particular qualities selected will of course depend more or less on the specific purposes for which the tool is intended, and the urgency of the needs that are thereby satisfied. Only analysis of the commodity can reveal the nature of the most appropriate appeal.

SELLING POWER OF TYPEWRITER ADVERTISEMENTS

Selling Point	*Relative Value*
Scientific Construction	88
Time Saved	84

Digitized by Google

Selling Point	*Relative Value*
Efficiency	82
Durability	78
Modernity	72
Reputation and Guarantee	58
Economy	48
Civic Pride and Patriotism	18
Mere Recommendation	14
Used by Social Superiors, or Imported	10

Or if the commodity is of a decorative sort, as jewelry, diamonds, feathers, etc., some such table as the following results:

PULLING POWER OF JEWELRY ADVERTISMENTS

Selling Point	*Relative Value*
Quality	72
Modernity	72
Reputation and Guarantee	58
Elegance	48
Nobby, etc.	16
Imported	10

THE FORMS AND VARIETIES OF ADVERTISEMENTS

From the psychological point of view advertisements may be classified according to their general purpose or intention and also according to the particular tasks which they set themselves. Thus we may have the three following types, according to the task attempted:

Classified Advertisement—Takes initial attention, interest, and memory for granted, and merely seeks to direct the response.

Publicity Advertisement—Takes for granted the ele-

Digitized by Google

A Good Time to Paint

Much painting should be done this spring, whether linseed oil be slightly lower or slightly higher; for with the 1910 flax crop short it seems unreasonable to expect a return to the oil prices of a few years ago.

The thing to remember is that, though high, paint materials are not nearly so expensive as the repairing of a neglected house. Even oil at $1.00 or $1.25 makes the painting of the average house cost only $4 or $5 more than it used to cost. That isn't enough more to justify letting a $10,000 house, or even a $2,000 house, go to ruin. Paint it this spring. It will cost you less than later.

And use "Dutch Boy Painter" white lead and genuine linseed oil. People are tempted sometimes, when standard materials are high, to employ something inferior. A great mistake, because not true economy.

Moreover, the first cost of genuine "Dutch Boy Painter" white lead paint is not so great as you may have been led to believe. It may surprise you if you do a little figuring for yourself. Get from your local dealer prices on the following ingredients.

12½ lbs. "Dutch Boy Painter" white lead	$.....
½ gallon Pure linseed oil	.....
½ gallon Turpentine	.....
¼ pint Turpentine drier	.....
This makes 1 gallon Genuine old-fashioned paint	.....

Compare this with the cost of any other paint you would think of using. You'll find the best is also the cheapest.

OUR FREE PAINTING HELPS

We try to be of service to those about to paint. We will send you, if asked, color schemes, miscellaneous painting directions, and name of "Blue List" Painters in your community, men who use our "Dutch Boy Painter" white lead. Ask for "Helps No. 143" That will include everything.

TO PAINTERS: If you are a skilled white-leader and use "Dutch Boy Painter" white lead, send us your name for our "Painters' Blue List." Write us for Blue List Circular No. 143. It gives particulars.

National Lead Company

An Office in each of the following cities

New York Boston Buffalo Cincinnati Chicago
Cleveland St. Louis San Francisco
John T. Lewis & Bros. Co., Philadelphia
National Lead & Oil Co., Pittsburgh

A complete advertisement

Digitized by Google

Don't Be a Ringer—

Own the Time Clock

Why not own the time clock instead of "ringing up"? There is no reason why you can't do it if you have ambition.

You begin by making up your mind that you want to do better. Then you decide upon the work most congenial to you. It may be any occupation listed on the coupon. You simply indicate your choice by marking the coupon and sending it to the International Correspondence Schools. In return you will receive without charge a wealth of information on the trade or profession in which you wish to perfect yourself.

The I. C. S. will show you how to start at the beginning, or will enable you to advance from the point where you are today. There is no lost time with I. C. S. instruction. It is designed to put money in a man's pocket right away.

INTERNATIONAL CORRESPONDENCE SCHOOLS
Box 1269 SCRANTON, PA.
Explain, without further obligation on my part, how I can qualify for the position before which I mark X.

Automobile Running	Civil Service
Mine Superintendent	Architect
Mine Foreman	Chemist
Plumber, Steam Fitting	Languages— Spanish, French, German, Italian
Concrete Construction	Commercial English
Civil Engineer	Building Contractor
Textile Manufacturing	Industrial Designing
Stationary Engineer	Commercial Illustrating
Telephone Expert	Window Trimming
Mechan. Engineer	Show Card Writing
Mechanical Draftsman	Advertising Man
Architectural Draftsman	Stenographer
Electrical Engineer	Bookkeeper
Elec. Lighting Supt.	Poultry Farming

Name _____

Present Occupation _____

Street and No. _____

City _____ State _____

"Human nature" copy

Digitized by Google

Making "Dreams" Come True

Depends largely upon clear thinking.

Coffee is one of the most subtle of all enemies of a clear mind. Not for everyone—but for many.

If you value comfort and the power to "do things," suppose you change from coffee to well-made

POSTUM

"There's a Reason"

Postum Cereal Company, Limited, Battle Creek, Michigan, U. S. A.

Canadian Postum Cereal Co., Ltd., Windsor, Ont

"Human nature" advertisement

Digitized by Google

ments of persuasion, decision, and response, and merely tries to accomplish the tasks which the Classified Advertisement explicitly ignores—namely, to attract and hold attention, and to fix an impression in the reader's mind.

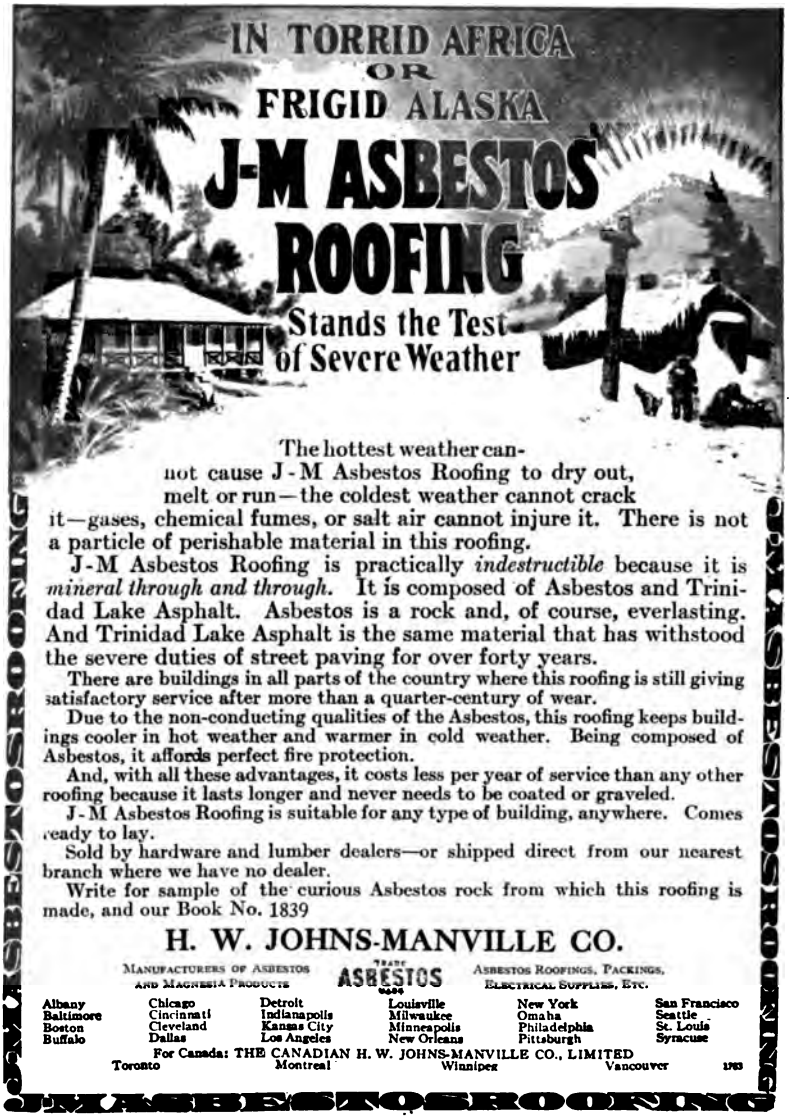
Complete Advertisement—Attempts to perform all the various tasks of an appeal. These are, in their logical order: to attract initial attention; to hold attention in an interesting way; to bring about an association or impression which will have permanence or memory value; to convince, persuade, or induce; and, finally, to suggest and lead to specific response.

Still differently classified, according to the psychological mechanism they employ or invoke, advertisements may be classified as follows:

Reflex Appeals — Di-

"Reason why" copy

Digitized by Google



"Reason why" copy

Digitized by Google

Long circuit advertisement

Digitized by Google

rected in a mechanical way toward the simple reflexes, such as bright flashing lights, moving objects, alternating signs, curious noises, etc. These do not attempt to sell goods, nor usually even to set up any kind of mental association. They are merely devices for getting the eye or ear of the passerby directed toward some other appeal which is in the more correct sense an advertisement.

Short Circuit Appeals—Definite and concentrated appeals to one or more specific instincts, feelings, emotions, or ideals of the reader. The attempt here is to influence by simple suggestion; argument and deliberation are avoided, no mention is made of rival commodities, but some strong feeling is played upon. This short circuit, "human-nature" appeal may be either through reading matter, picture, or arrangement.

Long Circuit Appeal—So-called "Reason-Why" copy, which argues, deliberately invites comparison and argumentation, weighing of selling points and advantages. This will usually take the form of text, although other devices may also be frequently employed.

Digitized by Google

CHAPTER VIII

ESTABLISHING ASSOCIATIONS

The importance of association — The law of contiguity — The law of sequence — The law of feeling tone — The law of fusion.

THE IMPORTANCE OF ASSOCIATION

Given a knowledge of the individuals of the community with their original and acquired needs, and given the analysis of the commodity into specific qualities which may be presented as able to satisfy these needs,—the next step in the psycho-economic technique of advertising is that of establishing associations, in the thinking and acting of people, between the need and the commodity in question.

A common blunder of advertisements consists in assuming that the mere repetition and constant reiteration of the name of a brand, a firm name, a trade mark, will effect such a stamping in that a sale will be effected by brute force. The theory is psychologically wrong. What is desired is not merely that the community shall be familiar with the name of a brand. Familiarity may breed contempt. Connection, association, rather than brute impression, is what will be effective, connection of such a kind that, given the moment of need, the brand in question will come to mind rather than any other brand. Not the mere driving in of one idea, but the connecting of two ideas, is the task of advertising. In this process the following laws may be usefully borne in mind:

Digitized by Google

THE LAW OF CONTIGUITY

In general, the best way of establishing mental associations between two things is by presenting them together. Thus "Abraham" at once makes me think "Lincoln," because these two words have so frequently been seen together. No matter how familiar I may be with the word "Lincoln," that word will not tend to come into my mind when I think "Abraham" unless this association by contiguity has been formed. Similarly, the mere repetition of "Yuban," "Yuban," "Yuban," does not lead me to think "Yuban" when I go to purchase coffee, unless, along with the word "Yuban" the idea "Coffee" has also been presented. In advertising, then, the law of contiguity means that whenever the name of the article is presented it should be accompanied by the idea of the need which the commodity is to satisfy.

THE LAW OF SEQUENCE

As a matter of fact two ideas are never present at precisely the same moment; so that "contiguity" really means rapid succession. One idea being given, the other follows directly in its wake. So in reading advertisements one word of a headline is seen before another, one part of a paragraph follows an earlier part, so that a "train of ideas" is set up. The law of sequence states that mental associations work more easily in one direction than in the other. "Forward associations," that is, associations in the direction in which the ideas were originally presented, are stronger, more lively, and more easily recur than backward associations.

This is especially true of such ideas as take the form

Digitized by Google

of spoken words and other sorts of acts that involve motor processes. Thus I have seen the letters in the word "advertising" so often, one immediately after the other, that I can begin with "a," "d," "v," and go on quickly and easily to "e," "r," "t," and all the rest. That is, I can spell the word. But it is a very significant fact that I cannot spell the same word *backward.* The letter "a" calls up "d" and these two call up "v," etc. But if I begin with "g" and try to reverse the direction of the original sequence I can proceed only with difficulty, if at all.

In advertising this means that ideas should be presented in the order which they will later be desired to take. The first idea in the mind of the prospective purchaser will be the feeling of some particular *need*—such as "hotel." Effective advertising means that when this need is felt it leads at once, by virtue of established associations, to an advertised article, such as the hotel known by the name "McAlpin." *First the need, then the commodity,* is the sequence in the mind of the buyer. This should be, therefore, the order in which the two ideas are presented in the advertisement, in the brand name, the trade mark, etc. Such names as the following observe this psychological law of association:

Hotel Astor	Café Boulevard
Parfumerie Pinaud	Cocktail Bocardi
Academy Riverview	Encyclopedia Brittanica
Sulphur Cream Ramsdell	Magazin du Louvre
Eau de Cologne	Theatre Français

Contrasting with these names are those such as the following, which fail to take advantage of the law and in so doing sacrifice real association and memory value:

Digitized by Google

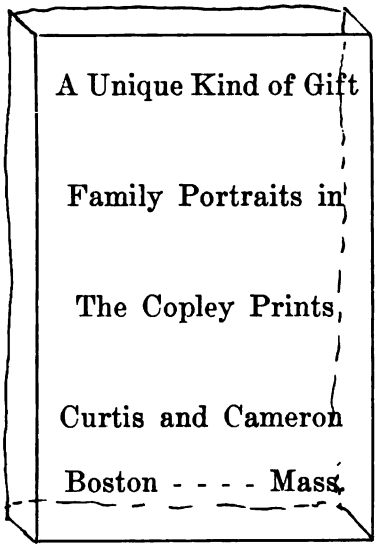
Douglas Shoes	Childs' Restaurant
Mennen's Talcum	Spey Royal Whiskey
Ridgefield School	Universal Encyclopedia
Colgate's Dental Cream	Bloomingdale's Store
Ivory Soap	Century Theater

The same law holds of the arrangement of items in the advertisement as a whole. The common practice of beginning the advertisement with the name of the firm or brand, the trade mark, etc., and following it by a description of the need it satisfies may gratify the personal vanity of the firm, but it does not establish the most effective associations in the mind of the reader. In reading the advertisement the mind should be led in the direction in which it should go on the occasion of need. Thus, of the two layouts on page 101, the one is ineffective, since it fails to establish the correct association habit in the mind of the reader. The other is effective, since every time it is read it reimpresses just the desired sequence of ideas.

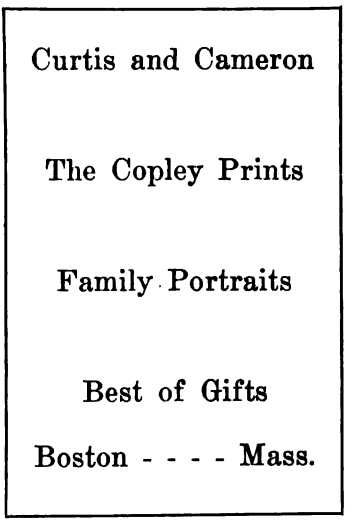
THE LAW OF FEELING TONE

It is generally true that associations accompanied by pleasantness tend to be reinforced and made more permanent, certain and strong. Associations accompanied by disagreeableness tend on the other hand to be weakened and inhibited, and to disappear more quickly. Thus I teach a dog to beg by saying, "Beg, Rover," repeatedly. Sometimes, by mere accident, he will rise upon his hind legs at the moment in which I say these words. At once I reward him by giving him a piece of meat, an apple, or a caress. The agreeableness caused by the reward reinforces this association between hearing the words, "Beg, Rover," and the act of begging or standing on the hind legs. Connections

Digitized by Google



This arrangement is correct, since the desired mental habit is set up by every reading. The need (gift) suggests the general commodity (portrait); this in turn leads to the specific brand (Copley) and the firm name and address follow at once. This is as natural a process as saying the alphabet forwards.



This arrangement is incorrect, since no one of the desired associations is effected. When the need of gifts is felt there is no inclination to turn backwards to Copley Prints—nothing comes to mind but "Boston, Mass." Knowing the alphabet in one direction does not imply the ability to repeat it backwards.

not acting at that moment are not thus reinforced. So it comes about that in time this association is made stronger than all others, and the dog has then learned the trick—the stimulus always calls out the response.

In much the same way the advertiser proceeds. He puts his advertisement on a useful novelty, such as a calendar, a pencil, a soap dish, a memorandum book,

Digitized by Google

and then presents the novelty to the prospective buyer, in the form of a gift. He trusts that the gift will be agreeable and that this pleasure or feeling-tone will reinforce the association of his name with some moment of need. The success of this device will obviously depend on the amount of agreeableness really produced and on the relevance of the novelty to the need in question. But, in a still more conspicuous way, should the advertiser utilize the law of feeling-tone when he prepares his advertising copy. In this connection another law is also important, viz: the Law of Fusion.

THE LAW OF FUSION

According to this law an observer does not analyze his feelings of agreeableness and disagreeableness, strain and relaxation, comfort and distress, so as to attribute them solely to their actual sources. No matter what the real source of discomfort, it colors all that we do or think at the moment. Thus when I have a bad toothache everything else in the world seems wrong too—the weather was never quite so mean, my friends were never quite so insistent nor my enemies so annoying. In other words, the discomfort caused by a toothache spreads over everything that happens while the ache lasts. Things otherwise pleasant become less interesting, otherwise indifferent things become decidedly annoying while the ordinary mildly annoying thing becomes a source of acute misery.

Similarly in reading advertisements, the feeling aroused by each item of the copy and the arrangement tends to spread over the whole experience, including the association presented. The association will be more or less effective, vivid and permanent, depending, in part, on the way in which it is dressed out, on the

Digitized by Google

company in which it is found, and on the past experience which it revives.

The literary and artistic aspects of copy and arrangement are therefore highly important, on strictly psychological grounds. These factors will be particularly developed in other sections of this text book. It will suffice here to point out what features of an advertisement may arouse definite feeling-tone and thus help determine the strength of the association. Chief among these features are the following:

(1) *Form and Arrangement*—The character, quality and direction of lines, the shapes and ratios of masses, spaces and areas, the relations of balance, harmony, stability—all these are items in an elaborate alphabet of feeling and expression. As much may often be said by the appropriate use of these various elements and principles of arrangement as by the text of the copy itself. The associations presented in the text may be either reinforced or confirmed or weakened and denied through the feeling-tone aroused by the formal arrangement of the material.

(2) *Color*—Hues, intensities, brightness, harmony and balance. In the lives of civilized people colors and color combinations soon come to possess the power of provoking strong and varied feelings of excitement and calm, and their related feelings. The appropriateness of colors to commodities, qualities, purposes, the physiological significance and the historical suggestiveness of color as a means of expression, the facts of color preference, the value of color in conveying definiteness and richness of meaning and description, all these items are important in the general task of presenting and impressing an association.

(3) *Words*—Words are the very soul of thinking.

Digitized by Google

Not only are the associations between need and commodity usually represented in verbal terms but the very character of the verbal dress has much to do with the effectiveness of the association. In themselves, as combinations of spoken and heard sounds, words provoke distinct feelings of attraction and repulsion. In combination with other words this element of euphony is given still greater prominence, especially when the influence of rime, rhythm, force, stress and the factors of unity, coherence and emphasis are added. In general it is well to remember that sounds which are easy to speak are usually agreeable to listen to, while sounds that are difficult of articulation are likely to be unpleasant to the ear.

In selecting trade names, in devising slogans, headlines, memory verses, etc., it is frequently useful to supplement this general test of "Easy pronunciation means agreeable sound," by the following more definite rules of euphony:

(*a*) Abrupt consonants are easiest in alternation with vowels—as in such words as "cataleptic," "epileptic," "pitter-patter."

(*b*) Mute sounds and vowels suggest lightness and rapidity—as in the word "tintinabulation."

(*c*) Liquids or sibilants and vowels suggest soft, slow melody—as "Carmen Sylva," "Mediterranean."

(*d*) Sharp mutes (p, t, k, f, th) and flat mutes (b, v, d, g) cannot easily be sounded together. Notice the difficulty in pronouncing "Lake Ktahden."

(*e*) Cumulation of consonants makes difficult pronunciation—as in "adjudged," "pledged."

(*f*) Long vowels out of accent are hard to pronounce. Note the "u" in "contribute" as compared with the same vowel in "contribution."

Digitized by Google

(*g*) It is better to avoid too frequent repetition of the same or similar sounds—

> "Gilbey's Spey Royal runs swift as the Spey,
> The famous swift river of Scotland."

(*h*) It is desirable to avoid clash of vowels in the middle of words and between words. It is not so bad if one is short and the other long. Thus compare "go over" and "go off."

In addition to these purely phonetic factors there must be considered the literary associations which cluster about words, regardless of their origin or construction. Thus "horse" and "steed" denote the same animal, but the two words convey very different feeling-tone. "Lemon squash" may be as easy to pronounce as "Lemon crush," but the latter sounds much more like an agreeable drink than does the former.

For an interesting study of the make up of trade names, and for fertile suggestions as to the various principles followed in their construction, the student should consult an article by Prof. Louise Pound—"Word-coinage and Modern Trade-names," Dialect Notes, pp. 29-41, 1914.

(4) *Typography*—Of special importance are feelings of strain and relaxation. In advertising, these feelings come chiefly as a result of the ease or difficulty of reading printed matter. Legibility makes for relaxation, relaxation leads to a receptive attitude, and such an attitude gives permanence to the association presented. It also gives more guarantee that the copy will actually be read, for in general we not only can but do read legible material. Among the chief factors in typography may be mentioned the following points, drawn chiefly from the psychology of

Digitized by Google

FAVORABLE LENGTH OF PRINTED LINES

PRICES AND TERMS
(East of the Rocky Mountains)

The Virtuolo in Hallet & Davis Piano, mahogany, Colonial design, $700. The Virtuolo in Hallet & Davis Piano, Arts-and-Crafts case, $775. In Conway Piano, mahogany or walnut, $575. Lexington Player Piano, $450 to $485.

Terms: Three years in which to pay if you desire. Simple interest on deferred payments. Pianos and ordinary player pianos taken in exchange at fair valuation.

"THE INNER BEAUTY"
Send for Free Copy

It tells how the new Virtuolo is designed to call forth your own expressive instinct and respond to it. Tells also how music is a language by which the composer tells you of his feelings, thoughts, imaginations. It is a book extraordinary. Richly illustrated with the world's most famous paintings, inspired by Music.

If you send for a copy today you'll be glad you didn't forget to send for it.

1.75 inches. Too short for easy reading

Instead of trying to *force* you to walk a figurative tight-rope of fixed interpretation, the Virtuolo aims to *lead* you to express yourself in your own instinctive way—to let your *instinct* for expression be stirred into flame.

Four sensitive buttons to touch—that is all!

They respond to your musical desires like nerves in your own finger-tips! How this is done is too much to try to tell in advertisements. The best way to explain it is to let your fingers rest on the four expression buttons, and let the Virtuolo, itself, tell you the marvels of instinctive playing. If you do this at the store where Virtuolos are sold, you will sell the Virtuolo to yourself.

3.12 inches. About right for easy reading

SEND FOR "THE INNER BEAUTY" BOOK

It explains in simple language, and shows in beautiful pictures, how Music has been the medium through which great souls have sent down to us their feelings of joy, inspiration, pathos, sternness, tragedy, sympathy, love, told in music. It explains how these musical messages may be interpreted, felt and expressed by *anyone* who desires—no matter how unskilled technically in Music he may be.

It explains how the invention of

The VIRTUOLO

THE NEW INSTINCTIVE PLAYER PIANO

4.25 inches. Too long for easy reading

reading and from the physiology of eye movement and general optics.

(*a*) The printed line, to be most comfortably legible, should be neither too long nor too short. In general a line from three to three and a half inches long is

Digitized by Google

the most favorable for ordinary printing. The favorable length depends in part on the size, clearness, and other features of the type. (See page 106.)

(*b*) Most of our reading is done by the perception of "word form" rather than by the putting together of the separate letters of the word. The general shape and appearance of the word enables us to recognize it when it is so far away that the separate letters cannot be seen at all. For this reason lower case letters are much more legible than capital letters. Capitals do not permit of reading by word form, since all words made of capitals have the same rectangular shape, differing only in length. But when the lower case letters are used each word has its own characteristic appearance.

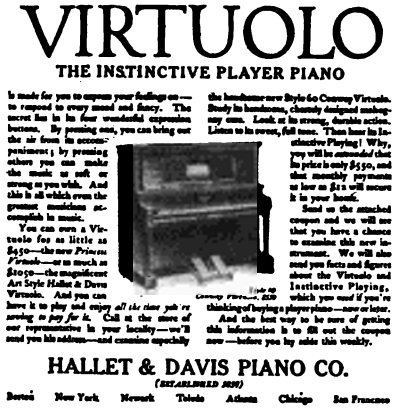
(*c*) Since the eye must readjust itself for each size and variety of type, frequent change of style or size is inadvisable. A good advertisement seldom contains more than four or five different sizes or varieties of type.

(*d*) Reading is facilitated if the eye is enabled to make its movements back and forth along the printed lines in a purely mechanical and rhythmical way. Hence the lines should be of uniform length and beginning and end should be in uniform places. Variation in the length, beginning or ending of lines makes for strain and discomfort. Frequent indentation assists the eye in making these movements purely mechanically and hence easily and comfortably. (See page 108.)

(*e*) Appropriate spacing of letters, words, lines and sections facilitates the process of reading. The spacing should indicate the natural unity of the material. Thus letters should be closer together than words,

Digitized by Google

words than lines, and lines than paragraphs. In general the space between elements that belong together should be less than the width of the elements themselves, for otherwise the elements fall apart and do not seem to belong together.



This irregular arrangement of the reading matter interferes with the rhythm of the eye movements, and for this reason it should be avoided.

(*f*) Care should be used in the selection of the style and character of type used. Some styles of type now in use are at least twice as legible as other styles, when size is kept constant. With this large range there is plenty of room for selection of various degrees of legibility.

(*g*) The background on which the printing occurs is also an important factor in determining its legibility. In general the lighter the background and the darker the type, the greater the legibility. A maximum lightness difference between type and background favors reading. Black on white is more legible than is white on black because in nature backgrounds tend to be light and objects dark. When this situation is reversed our attention is directed toward the background rather than toward the object (printing) and the reading process is thus interfered with.

(5) *Illustrations*—Other definite sources of feeling-tone in advertisements are the illustrations, the surroundings, the images called up by the illustration

Digitized by Google

or the reading matter. In so far as any of these items have attractive or repulsive qualities, their feeling-tone characterizes the advertisement as a whole, and helps determine how the reader will react to the appeal. Thus the presence of loathsome features in adjacent advertisements, the character of the paper on which the advertisement is printed, the nature of the medium in which it appears, the character of the man who wrote it, the name of the illustrator, are all important items, which, however minute and detailed, have a positive influence in determining the way in which the appeal is to be received and the effectiveness of the suggested association. To say that the psychological subtleties are the only important items would be nonsense. But that they have their own part in the complex process is verified by the experience of intelligent students of the successful and unsuccessful advertising campaigns of the past.

Digitized by Google

CHAPTER IX

MAKING ASSOCIATIONS DYNAMIC

Relative force of associations — Laws of suggestion.

RELATIVE FORCE OF ASSOCIATIONS

In general the better the foregoing conditions have been conformed to the more likely will the associations be to have dynamic force—that is the greater will be the tendency to act on them. Nevertheless it is one thing to establish a mere association and quite another thing actually to make that association count in a man's conduct. Thus I may repeat the words "precipice—jump" until the sight of the one word always calls up the other, and still I may obstinately refuse actually to leap off the precipice when I come to stand by it. But if the association were "precipice—shout" I would probably find the suggestion more or less effective. Here it is clear that the first association is not dynamic because it runs counter to certain other strongly intrenched tendencies and impulses. The second is more dynamic because it falls in line with a general tendency which I already have.

Much the same thing may be true of the advertiser's attempt to associate his commodity with a need. Not only must there be an association in my thinking but there must also be developed some real tendency to act on the suggestion the association contains. A knowledge and observance of the laws of suggestion

Digitized by Google

is no less important than knowledge of the laws of association and memory. Some of these laws, especially as they apply to the work of advertising, are given here.

LAWS OF SUGGESTION

(1) If the article advertised is personal and intimate in character, if it comes into direct contact with the body, or if it is consumed for its own sake, the appeal should be directed specifically to some special instinct or feeling. In other words, "human nature" copy rather than "reason why" copy should be used. Comparison, argument, deliberation should not be invited. Examples of such articles are breakfast food, candies, ornamental clothing, music, etc. (See illustration, page 92.)

(2) If the article is impersonal, utilitarian, and thus not enjoyed in itself but used as a tool or instrument in the satisfaction of some more remote need, "reason why" copy is more appropriate. Logical argument, deliberate comparison with rival commodities, may be effectively used here. Examples of such articles would be wheelbarrows, sewing machines, lead pencils, brooms, etc. (See illustrations, pages 93 and 94.)

(3) The foregoing laws are not rigid and absolute, and it is often difficult to classify commodities on the basis suggested. Moreover both types of persuasion may often be used to advantage. Thus if one have in mind all the commodities used in the preparation and consumption of a banquet, these commodities may be arranged in a series such that the things at one end tend to be intimate and directly consumed, while those at the other are distinctly utilitarian. Thus—

Digitized by Google

desserts	table
salads	chairs
vegetables	kettles
meats	pans
drinks	pots
napkins	stove
cutlery	fuel
dishes	

In the case of articles at or near the upper end of this series the direct appeal to feeling, emotion and instinct (appetizing, clean, pure, healthful, invigorating) will be most effective. At the lower end logical exposition of selling points and "reasons why" will be more effective than sentimental appeal to the feelings. In the middle of the list the case is not so clear. One can say only that the farther up the list one goes the more effectively can the "human nature" appeal be utilized; the farther down the list one goes the more appropriate will be the argumentative appeal. In general this is because what we eat or do not eat is determined by our personal tastes, likes and dislikes, sentiments and feelings. What we burn, however, is more dependent on its own properties—its cheapness, durability, availability, convenience, etc. We cook in order to eat and because there is no simple way of avoiding it. We eat, in part in order to live, to be sure, but also in large part just because of the immediate pleasure the performance yields us.

It should of course be added that the cost of the commodity is also an important factor in determining the effective sort of appeal. In general the more the article costs us the less susceptible we are to purely short circuit appeals to our feelings and instincts.

Digitized by Google

Thus toilet soap can be sold by a direct appeal to the feelings, but we think, compare and deliberate over an insurance policy, even though our motive for securing it be purely emotional. But even here the thinking usually consists only in the strenuous attempt to as-

Indirect suggestion

sure ourselves that the article will really satisfy our emotional need.

(4) The strength of a suggestion depends in part on the degree to which it appears to be our own—to be of spontaneous, internal origin. Mr. Frohman, the theatrical manager and producer, it is said, is particularly successful in handling obstinate employees. It is said further that he is accustomed, on broaching a proposition to which he does not expect the other man to assent readily, to remark, "It seems to me it would be well to do as you suggested the other day and . . ." The method is peculiarly effective although the manipulated man does not remember

Digitized by Google

ever having made any such suggestion. It is enough that the plan seems to be his own or is stated by another to be so. So in advertising, arrogance, domination, should not be attempted. It is at once resented and resisted. The more indirect the suggestion, the more it can be made to be an original determination or plan or conclusion on the part of the reader, the more its dynamic power. (See illustration, page 113.)

(5) Within the limits indicated by the fourth law, the dynamic power of a suggestion will be the greater the more forcefully and vigorously the association is presented. This law is especially true when the suggestion is in line with preëstablished habits and tendencies. When the suggestion violates life long habits and instincts, attempts to be forceful and vigorous usually lapse into arrogance and thereby defeat their own purpose. The following head-lines on the one hand conform to and on the other hand violate this law.

Head-line A—A forceful suggestion—

"I WANT YOU TO CHOOSE BETWEEN THESE TWO SHAPES."

Head-line B—A weak suggestion—

"HERE ARE TWO FAVORITES. TAKE YOUR CHOICE."

(6) It is more effective to suggest the desired response directly than it is to argue against a response that is not desired. Thus it is more effective to say to Bridget, "Put the potato peelings in the garbage pail," than it is to say, "Do not put the peelings in

Digitized by Google

the sink." The positive feature of the association is always the most effective. In the one case the positive association is "peelings"—"pail." In the other case it is "peelings"—"sink." The negative suggestion always tends to defeat its own purpose. The attempt to dissuade from the use of substitutes is the classical illustration of the futile negative suggestion.

The Largest Selling Brand of Cover Paper in the World —and Why

The biggest advertisers in the country—the most successful, the most critical—use Buckeye Covers. Thousands and thousands of small advertisers use Buckeye Covers.

Makers of automobiles—who get out their catalogs for beauty and effectiveness, regardless of expense—use Buckeye Covers. Mail order concerns—who demand serviceable, but low-cost covers—use Buckeye Covers.

Book on Direct Advertising FREE

Through many years of service to thousands of large and small concerns, we have accumulated a vast, intimate knowledge of the schemes and methods that have built business. This knowledge has now been gathered, classified and put into a book—"*The Principles and Practice of Direct Advertising.*" This book—worth many dollars to you in handling your direct advertising—as well as the Buckeye Box of Samples and Proofs—is yours free of charge if you write for it on your business letterhead. Write *today.*

The Beckett Paper Company

MAKERS OF GOOD PAPER
In Hamilton, Ohio, Since 1848

Dealers in Principal Cities of the United States, Canada, and England — Your Printer Knows the Nearest.

Prestige of past success

The customer should be asked, "Does the shoe feel comfortable?" not "Does the shoe pinch?" The cadet should be told, "Stand erect, with feet together," not "Don't slouch." Passengers should be told "Get off this way," rather than shown how *not* to get off. The convert should be told, "Seek to do good," rather than, "Do not yield to temptation." The reader of advertisements should see the words, "Drink Postum," rather than the words, "Do not drink coffee."

(7) The dynamic force of a suggestion varies directly with the prestige of its source. The more we

Digitized by Google

revere a speaker for one reason or another the more easily he can dictate to us on any topic whatsoever and the more prone we are to accept his suggestions even when they are unsupported by sufficient reason. The mere weight of authority, the reputation for straight dealing, the past success of the firm, etc., are often seen to be as effective as are reasons why. Among the

Prestige of patronage

forms of prestige which may be utilized in advertising the following are important:

(*a*) *Prestige of Space*—Secured by lavish display and extravagant use of white space or magnitude of copy. This principle actuated the Bank of England when, as it is reported, they regularly gave their clerks lunches of lobster and champagne, which were eaten in the street window, in full view of the passerby. Building the largest ship, the largest building in the world, is a form of this prestige whenever it is used for purposes of publicity.

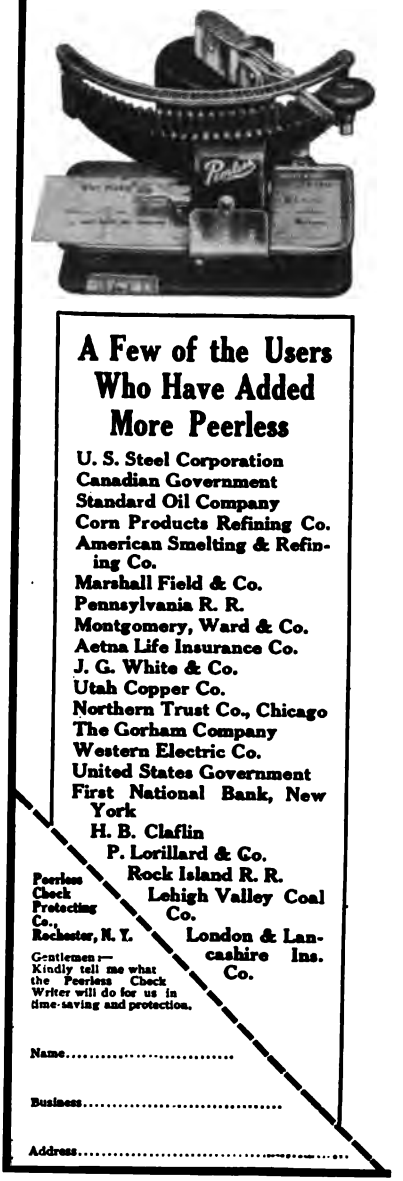
(*b*) *Prestige of Past Success*—The length of time

Digitized by Google

the firm has been established, the amount of capital invested, the increase in this, the amount of goods handled during successive years, the rate of growth of the business, and similar points, when utilized in advertising, rely on this law of prestige.

(*c*) *Prestige of Patronage* — Recommendation by some popular hero or notable person, "royal warrant," patronage by the Army and Navy service, and various other forms of the prestige of patronage will at once come to mind. (See illustrations, pages 116, 117.)

(*d*) *Borrowed Prestige*—Thus by using the name "Yale" jack knife, or "Yale" motor-boat, the dependability of Yale locks and the success of Yale's football team are utilized to shed luster over an unrelated article.



Prestige of patronage

Digitized by Google

"Made in Germany," "Imported," and similar phrases are again attempts to borrow prestige not directly possessed by the article itself. (See illustration, page 119.)

(8) The dynamic force of a suggestion is in part dependent on the amount of internal resistance it encounters. The attempt to displace habits, usages and practices of long standing is often more difficult than to develop totally new needs and tendencies. That suggestion will be most effective which can call to its aid some other impulse which is already active. Thus a coffee drinker cannot easily be persuaded to give up his beverage completely nor even to substitute a new drink for it. But he can be persuaded with little difficulty to try the substitute at breakfast only and it is better to try for this opening than to undertake the heavier task and fail. Moreover it is easier to persuade him to use a new beverage than it is to induce him not to use any warm drink at all.

In "honor system" examinations one can more easily get people to falsify by providing them with slips on which are printed the words "I have not cheated in this examination" than by compelling each student to write the words in his own hand. In testimony, a witness can more easily be led to perjure himself if a leading question is asked to which he is to reply "Yes" or "No" than by getting him to recount in detail the false evidence. In selling, delivery can more easily be avoided by asking, "Will you take it with you?" than by insisting that the customer make the choice himself. It is easier to sell an article satisfying an old and well-established need than it is to create new needs—to utilize an old habit than to establish a new one. The coupon, in advertising, is best

Digitized by Google

Dr. Eliot Will Train You

He Tells How in This 32-Page Book

Copyright, 1909, by Notmso., Boston

Dr. Eliot, trainer of men, will train *you* for a bigger career by *reading* with you. He has already selected the very books—selected them from *all* the books of the world.

In a free 32-page book, he tells the great story of their selection. He tells how they broaden the opportunities of ambitious men and women—how they give a complete picture of the progress of civilization as shown by the best literature of the ages.

He has added to their reading value. By introductions, footnotes, and complete reading courses he has made them real *efficiency builders*.

Dr. Eliot's Five-Foot Shelf of Books

The Harvard Classics

This free book is wonderfully valuable. It shows how you can become *really well read* by reading a few minutes each day.

You *need* this success library. It contains the essentials of a university training. It will better your place in life—increase your income. It brings you face to face with the greatest thinkers and doers of all times. Dr. Eliot himself reads with you, explains it all.

418 complete books are presented in these 50 handy volumes. Volume Fifty is a master-key to all literature—76,000 topics are indexed for your instant reference.

For You

The new Popular Edition places the Five-Foot Shelf of Books within your reach at a cost of only a few cents a day. Printed from the same clear type used for the costlier edition. "Collier" workmanship through and through.

Send the Coupon NOW!

Get Dr. Eliot's free book without delay. Simply send the coupon. In this book Dr. Eliot tells how he has selected from all the world's best books just the knowledge you need most.

This is the most valuable guide book to books you ever read. Send the coupon today—NOW!

P. F. COLLIER & SON, Inc.
Publishers of Good Books
(38) **NEW YORK**

P. F. COLLIER & SON, Inc.
421 W. 13th St., New York City, N. Y.

Please send to me by mail, free of charge, the remarkable book describing The Harvard Classics, Dr. Eliot's Five-Foot Shelf of Books.

Name .....

Occupation .....

Address .....

.....

6-Nov.

Borrowed prestige

Digitized by Google

when it is most easily sent, when the sender has the least labor to go through with. The return post card is more likely to be utilized if it bears the stamp and address.

(9) "Constant dripping wears away a stone," but only if the stone be really struck, and a different particle dislodged at each blow. A nail in my shoe soon ceases to annoy me if it prods me only gently and always at the same point. The rim of my spectacles soon ceases to be seen or felt so long as it keeps its accustomed position. But a nail prodding me now here, now there, a series of advertisements appealing now to this instinct, now to that, but always in the interest of the same commodity, jogs me into an alert appreciation of its presence. A single appeal would never have done it nor would the same unvaried appeal, if repeatedly presented. Unity in variety, then, a constant dripping but always a new drop, is a law of effective suggestion in advertising. "Buy it by the box," "The flavor lasts," "Look for the Spear," "Costs little by the package, less by the box," keep Spearmint persistently in the margin of my thought. "Buy it by the box," "Buy it by the box," "Buy it by the box," would soon cease to affect me. Mere mechanical repetition does not give associations dynamic strength, but repetition accompanied by sufficient variety to lend interest and sufficient uniformity to have a constant meaning, is always worth what it costs.

Digitized by Google

CHAPTER X

SECURING VIVIDNESS OF IMPRESSION

Attention and memory devices: size, position, monopoly and white space — Other mechanical devices: intensity, repetition.

ATTENTION AND MEMORY DEVICES

No matter how carefully an association of need and commodity is formulated, no matter how appropriately the dynamic laws have been observed—an advertisement counts for nothing if it is not really noticed and read. Moreover it counts for but little if it is merely read, and the association straightway forgotten. Hence the study of *attention* and *memory* is important in advertising. A full discussion of these two aspects of copy, and the complete exposition and illustration of the successful attention and memory devices, cannot be given here. All that can be given is a suggestive list of these various devices, with sufficient explanation to indicate their general character and meaning. The following factors are important attention devices in all varieties of advertising, whether outdoor publicity, window display, magazine and newspaper space, posters, signs, etc.

Size—The larger the space used the greater the attention value, other things remaining equal. But the increase in value is not proportionate to the increase in cost. A law of diminishing returns holds, whereby the attention value increases more slowly than the

Digitized by Google

amount of space employed—approximately as the square root of that amount. It has been conclusively demonstrated that the square root law holds, whether inquiries, orders, cost per sale, or experimental attention value be considered. Thus, the content of the space remaining unchanged in general character—

If—1/16 page space brings in 25 inquiries,

Then—¼ page, though *four* times the size brings in only *twice* the number of inquiries, or 50.

And—1 full page, though 16 *times as large,* brings only *four times* the number of inquiries, or 100.

As a result of this law it follows that the most favorable amount of space for a given proposition depends in part on the amount of profit made per sale, per inquiry, etc. In general, the smaller the profit the smaller the most favorable amount of space. This is especially true if one is interested mainly in immediate net profit, regardless of the amount of money invested at the moment.

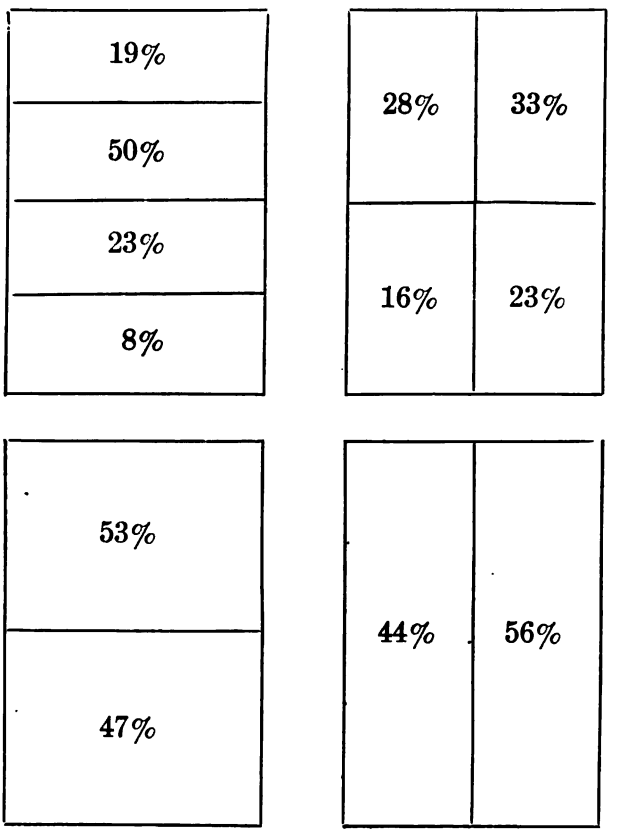
Position—Questions of preferred position on the page and in the medium apply especially to magazine and newspaper advertising. This does not mean that there are not preferred positions in out-door advertising, for example. It is obvious that there are such positions, but their character cannot be easily described except in the most general terms. In the case of magazines the following general principles have been verified time and again.

(1) *Position in the Medium*—In standard magazines the front advertising section has about 25 per cent. stronger attention value than the back section. This is partly because there are usually fewer pages in the front section. The preferred pages are the covers, outside and inside, and the pages next to read-

Digitized by Google

ing matter and index. In magazines of about 100 pages or thereabouts of advertising there is a decrease in value inward from the covers and from the reading matter section, for about 10 pages.

(2) *Position on the Page*—The following diagrams



Preferred positions on the page

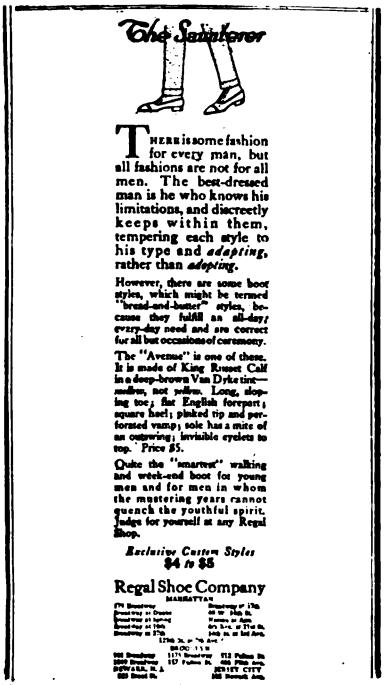
summarize the results of studies of preferred positions on standard magazine pages. The diagrams show the way in which 100 per cent. attention value is

Digitized by Google

Failure to use 10 per cent. white space. Loss of attention value

distributed among the various sections, thus indicating their relative values. In addition it is well to remember that vertical half pages are about 25 per cent. more effective than are horizontal half pages.

Monopoly and White Space—Added attention value and vividness may often be secured by leaving part of the space unoccupied, thus forming a white margin around the copy. The white space serves to attract attention to the general direction, by its contrast with other parts of the page. Further this device tends to eliminate competition by rival advertisements on the same page. Experiment shows that it is as easy to use white space extravagantly as it is to fail to use it in sufficient amount. On the whole, white margin that is one-tenth as wide as the space occupied by the copy itself is the most favorable, economical


The Sunflower

THERE is some fashion for every man, but all fashions are not for all men. The best-dressed man is he who knows his limitations, and discreetly keeps within them, tempering each style to his type and *adopting*, rather than *adopting*.

However, there are some boot styles, which might be termed "bread-and-butter" styles, because they fulfill an all-day, every-day need and are correct for all but occasions of ceremony.

The "Avenue" is one of these. It is made of King Russet Calf in a deep-brown Van Dyke tint—mellow, not yellow. Long, sloping toe; flat English forepart; square heel; pinked tip and perforated vamp; sole has a mite of an outswing; invisible eyelets to top. Price $5.

Quite the "smartest" walking and week-end boot for young men and for men in whom the mustering years cannot quench the youthful spirit. Judge for yourself at any Regal Shop.

Exclusive Custom Styles
$4 to $5

Regal Shoe Company
MANHATTAN

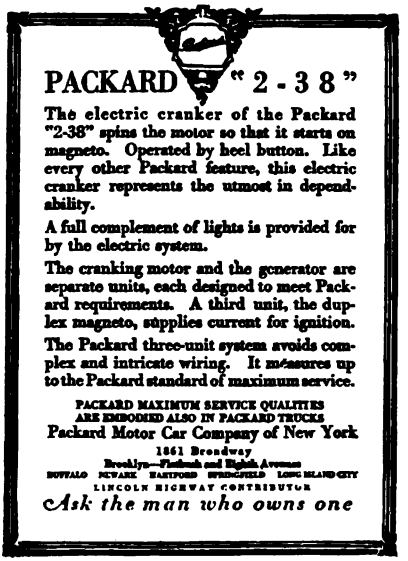
Extravagant use of white space

Digitized by Google

arrangement. With dull newspaper stock somewhat more white space is required. Illustration, page 124, shows the effect of inadequate white space. Illustration, page 124 (lower cut), represents its extravagant use. Illustration on this page is a sample of the most effective use of monopoly and white space.

OTHER MECHANICAL DEVICES

Intensity (strong colors, bright lights, etc.), *Motion* (moving shelves, rotating signs, etc.) and *Contrast* (as a reversed cut or white letters on black background, etc.) may also be used in various ways for the purpose of creating a vivid impression. But these devices are purely mechanical in character and effect and do not hold the attention they may have once secured. Moreover the square root law, the law of diminishing returns, holds for them all; hence the increase in value, from their use, does not equal the increase in cost.



Economical use of marginal white space

Repetition—Should a given amount of space be presented all at once, or should it be broken up into smaller spaces which are presented successively—as on different pages of the same issue, or in different media, or in different days, months, etc.? Experiment

Digitized by Google

and practice both agree that if different groups of readers are reached by the different appeals, the smaller spaces, in different media, are superior. But this of course does not involve the factor of repetition. Experiment shows that when immediate replies are desired small spaces repeated are better than the same amount of space presented once, in the form of a splurge. But when permanence of impression and general educational effect is desired, rather than immediate action, it is better to splurge and present the whole space at one time.

When repetition is practised, the intervals between successive appeals should not all be equal. The earlier appeals should follow rather quickly upon each other, the interval being gradually lengthened as later appeals are presented.

Digitized by Google

CHAPTER XI

SECURING PERMANENCE OF IMPRESSION

Devices to retain interest — novelty, illustrations, color, comic, arrangement.

DEVICES TO RETAIN INTEREST

THE permanence and ultimate value of an impression depend in great measure on the length of time the attention is held. Hence the following devices are more effective than those that have just been discussed. They are intrinsically interesting and not only attract but also hold attention.

Novelty of various sorts, either in the article or in the use to which it may be put, or in the copy, illustration, arrangement, etc. This device appeals to the general curiosity we have concerning any new thing. Curiosity is a universal instinctive tendency, hence the novelty appeal has a wide range of usefulness. The greatest danger in connection with it is in the ease with which attention is attracted to the device as such, rather than to the commodity, argument, or selling point.

Pictures and *Illustrations* of all kinds, especially those of animate objects in the process of doing something constitute effective devices for attracting attention and holding interest. Illustrations are more or less effective in advertising according to their relevance or irrelevance to the general meaning of the appeal, the character of the commodity, etc.

Digitized by Google

Care must be taken that in representing action pictorially, real activity is portrayed, rather than pose and inaction. Of especial importance in this connection is the "Law of the Resting Point." According to this law, to represent vigorous activity on the part of a moving object, as an arm or leg, the object should be represented at an actual point of rest, just before or just after the real movement. To represent it at a point of actual movement suggests only arrest and inaction.

Whether the initial or the terminal point of the movement should be represented depends on the nature of the movement. If it is a familiar and standardized movement, such as the swing of a golf stick, the initial point serves better. If the precise character and direction of the movement is not so easily recognizable, as for example, the act of refusing a substitute for some standard brand, then the terminal point is better.

Color—This is one of the most useful and effective devices. Color may be used in advertising for a great variety of purposes. Among these may be mentioned—

(*a*) As mere mass or background for other material.

(*b*) As symbolic and expressive of qualities of the article.

(*c*) As means of securing or promoting harmony, atmosphere, etc.

(*d*) For more accurately representing the character, texture, etc., of the advertised article.

(*e*) As an aid in identifying packages, brands, etc.

(*f*) For giving the effects of distance and perspective to colored electric signs and other out-door devices.

Digitized by Google

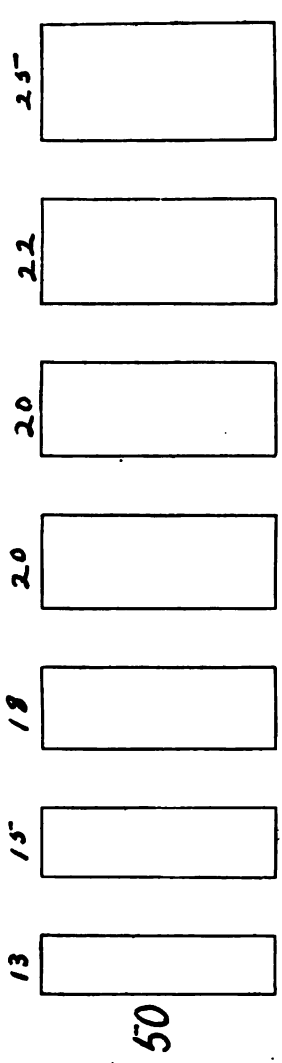
The laws of color preferences, the physical and physiological effects of the various colors, their symbolic meaning, the principles of color harmony, balance and combination, should all be thoroughly known to the maker of advertisements, on strictly psychological grounds.

The Comic—Comic situations, whether presented pictorially or verbally, have high attention value. The comic elements are likely, however, to be irrelevant and incidental; hence the use of the comic in business appeals is precarious. When the comic is used in advertisements that are to be repeatedly seen by the same reader, the copywriter should carefully avoid the "subjective" comic, which rapidly deteriorates in interest when repeated. All puns, plays on words, belong to this class—all jokes in which the reader himself is tricked or played upon.

Arrangement—In addition to the foregoing devices for holding attention and fixing an impression, the matter of form and arrangement is also important. Borders, lines, perspective, direction, balance, unity, and similar structural factors hold attention, if properly prepared, and to the degree to which they satisfy the eye and offer it a pleasing field of exploration. The material offered should be complex enough to invite several fixations of attention, yet simple and unified enough to constitute a single field of interest.

In this connection it should be noted that five or six discrete elements is as large a number as can easily be brought within a single act of apprehension. Five or six words constitute the limit for a successful headline; five or six phrase units, the limit for a comfortable sentence. In general, five or six elements of whatsoever sort are about all that can be grouped into

Digitized by Google



Which ratio do you prefer?

Digitized by Google

a larger unit. Of course the nature and size of the elements is determined in part by the familiarity of the material.

This law of "attention span" applies not only to headlines and sentences, but to paragraphs, styles of type, arguments, items in a trade mark, etc. It is the same law that limits the drama to five acts, the effective conversational scene to five characters, the letters of the blind alphabet to five points. The same law determines various structural facts in poetry and music.

Digitized by Google

CHAPTER XII

THE PSYCHOLOGY OF TRADE-MARKS AND TRADE NAMES

The functions of trade-marks — Trade names, their variety and history.

THE FUNCTIONS OF TRADE-MARKS

THE function of trade-marks and trade names provides the most striking instances of the importance of making a vivid and permanent impression. The mark or name facilitates the memory of the article, aids in its recollection at the moment of need, and assists in its identification at the time of purchase. Recollection and recognition may be said to constitute the primary functions of trade-marks and trade names. It follows that the more easily and correctly the mark or name is recalled and the more quickly and certainly it is recognized, the higher will be its value. In the main, trade-marks have come to be made up of one or more of the following materials—

(a) Pictures (Old Dutch Cleanser, Scott's Emulsion, Gold Dust, etc.).

(b) Words (Keen-Kutter, Uneeda, Sapolio, etc.).

(c) Geometrical Forms (star, triangle, cross, circle, crown, etc.).

(d) Syllables or disconnected groups of letters (B. V. D., A. B. C., etc.).

The common assumption seems to have been that all trade-marks are equally good, or at least that no general principles hold concerning their relative values.

Digitized by Google

But experiment shows that pictures, words, forms and syllables differ markedly in attention and memory value. The following table, secured by Mulhall, indicates how large these differences are. The figures give the number of repetitions required correctly to recall and recognize series of 20 items of the four different kinds of material. Each figure is the average of the results of 25 people tested.

Number of repetitions required:

Material	*For Correct Recognition*	*For Correct Recall*
Pictures	1.04	3.36
Forms	1.80	3.96
Words	2.64	4.76
Syllables	5.80	7.12

Recognition is here seen to be about twice as easy as recall, requiring only about half as many repetitions of the material, with all four kinds of material. The four kinds of material differ greatly among themselves. Pictures require fewest repetitions and hence have highest memory value, both for recall and for recognition. Next, in order of difficulty, come Forms, then Words, and, most difficult of all, Syllables.

These facts should be borne in mind when selecting trade-marks, for the differences are very large and likely to be important in practical ways. Syllables are nearly six times as difficult to recognize as are Pictures, and over twice as hard to recall. Words are nearly three times as hard to recognize, and half again as hard to recall, as Pictures. The difference between Pictures and Forms is not so large, but still great enough to be measured. It is important to note that, whatever function of the trade-mark be considered,

Digitized by Google

whether its use for purposes of mere identification (recognition) or for purposes of description and inquiry (recall), the four materials bear the same relation to each other.

TRADE NAMES, THEIR VARIETIES AND HISTORY

The best discussion of trade names known to the writer of this chapter is to be found in an article by Prof. Louise Pound, in Dialect Notes, January, 1914. Among other interesting things, Miss Pound says, "All the world seems to feel at liberty at the present time to coin words for use as trade names, generally without regard for orthodox methods of word creation, or for the general linguistic acceptability of the term thus brought into being. . . . The general desire of the projectors of trade names is to hit upon something that will impress itself on the memory of prospective buyers of goods. . . . Beyond dispute, an apt or striking name for a newly invented article will go far to promote sales. . . . A glance through the older files of magazines, those store houses *par excellence* of advertisements in their variety and evanescence, makes clear the fact that for range and ingenuity of linguistic device and utter freedom in the manipulation or distortion of word or phrase, the present period is peculiar to itself."

Especially interesting is Miss Pound's classification of the various types of trade names and the various methods of constructing them. She enumerates ten general groups, each distinguished from the others by the particular principle on which the name is built. In the list of these groups that follows only two or three well known examples are given for each, by way of illustration:

Digitized by Google

(1) *Trade Names arising from Proper Names and Place Names*—This type is relatively infrequent at present. Examples are Listerine, Tabasco, Sherry, Madeira, Burgundy, Davenport, Camembert.

(2) *Shortenings and Extensions* are very common—Porto, Indestructo, Eterno, Hydrox, Calox, Shinola, Pianola, Stone-Tex, etc., may serve as examples of this class.

(3) *Diminutives* seem now to be very much in favor—as Chiclet, Wheatlet, Leatherette, Crispette, Toasterette, Catarrlets, etc.

(4) *Compounds*—New combinations of familiar elements; as—Palm-Olive, Waxit, Underfeed, Shawknit, Holeproof, Walkover, Spearmint, Fit-form, Meadowgold, etc.

(5) *Simplified, Fancy or Disguised Spellings*—Fits-U, Shure-On, E. Z. Seal, Noxall, Dalite, Phiteezi, Veribest, Holsum, Uneeda, Keen-Kutter, etc.

(6) *Striking Hyphenations* (shortenings, hybrid forms, blends). Fab-Rik-O-Na, Jap-a-Lac, Chi-Na-mel, Ka-Tar-No, Pro-phy-lac-tic, HypTex, Malt-Nutrine, Lin-Co-Lac, Vel-Ve-Ta, Pneu-Vac, etc.

(7) *Blends* of two names are recent favorites. Electrolier, Cuticura, Colax, Polmet, Sani-Genic, Jap-a-Lac, Crudol, etc.

(8) *Blends* built from proper names, firms' names, etc. Nabisco, Aplco, Balopticon, Clupeco, Iseeco, Wisco, Adlake, etc.

(9) *Names built from Initials.* Reo, Sebco, Pebeco, Reeco, etc.

(10) *Arbitrary New Formations.* Gas, Kodak, Tiz, Krytok, Karsi, Clysmic, Mazda, Zu-Zu, Calox, Vivil, Crisco, Crex, etc.

Miss Pound gives an interesting list of eighteenth

Digitized by Google

century trade names, and remarks, "There is approximately the same difference in the taste of the centuries for commercial terms that exists between the prose manners of writers like O. Henry and his followers and that of the authors of the *De Coverley* Papers." The following samples of eighteenth century trade names strikingly illustrate this contrast.

"The Famous Italian Water for Dyeing Red and Gray Hairs."

"The Famous Spanish Blacking for Gentlemen's Shoes."

"Doctor Coleburt's most famous Elixir, and Salt of Lemons."

"Incomparable Perfuming Drops for Handkerchiefs."

"The Delightful Chymical Liquor for the Breath, Teeth and Gums."

Digitized by Google

CHAPTER XIII

HOW THE ADVERTISER CAN UTILIZE THE PSYCHOLOGICAL LABORATORY

Practical tests of the laboratory method — The pulling power of advertisements.

PRACTICAL TESTS OF THE LABORATORY METHOD

Some three years ago the New York Advertising Men's League became convinced that the recent applications of psychological experiment to advertising problems had yielded such promising results that a research fellowship should be established for the purpose of undertaking further work of this kind. Accordingly such a fellowship was established in the department of psychology of Columbia University, and a man who had just taken his Ph.D. in psychology was appointed to the position, to give his full time to the investigation, interpretation, and reporting of new experimental studies in the psychology of advertising.

The next year the task of supporting this work was assumed by the Association of National Advertisers, in coöperation with the Advertising Men's League. The results of the research were of sufficient value to induce these organizations of practical business men to continue the fellowship, and it has now been maintained for three successive years. This is only one of many indications that the psychological laboratory is coming to be more and more useful in the practical affairs of commerce and industry. Several concerns now have a consulting psychologist

Digitized by Google

on their staff, and many others resort to the psychological laboratories for the purpose of having special researches and investigations planned and conducted.

The detailed character of the problems that have been studied in this way cannot be given here, partly for lack of space, and partly because the results are as yet the property of the concerns interested. But an illustration of the usefulness of laboratory methods is afforded by many studies that have been made of the relative "pulling power" of advertisements that have been or are about to be used. The task of tracing returns from single advertisements by the traditional methods of keying is in many cases an impossible one (as in general publicity advertising). In other cases it is laborious, full of sources of error and the campaign must be carefully planned beforehand if the returns are to be reliable. In strict mail order business alone is the task relatively easy.

THE PULLING POWER OF ADVERTISEMENTS

Nevertheless it is universally realized that even slight differences in the content, appearance, arrangement, style, etc., of various pieces of copy may make enormous differences in their relative "pulling power." One of the most useful discoveries has been that, by proper study and analysis in the psychological laboratory, the relative "pulling power" of advertisements can be accurately measured *beforehand.* The validity of these measurements has been time and time again attested by their close agreement with actual returns from the various advertisements, in cases where reliable keying has been possible.

The following Table, for example, gives a series of advertisements (indicated by letters) with their

Digitized by Google

relative values as measured in the laboratory and their relative results as indicated by the number of inquiries brought by each piece of copy when run in two magazines. The first column gives the 15 advertisements (all of the same article but differing from each other in a great many ways). The second and third columns give the order of superiority of these advertisements for men and women. No. 1 is the best, No. 2 is next best, and so on, No. 15 meaning that the advertisement with that grade was the poorest of the series. The fourth column gives the relative order of merit when the men and women readers are considered together. Column 5 gives the actual number of inquiries produced by each advertisement, through its appearance in two standard magazines, once.

MEASURING PULLING POWER BEFOREHAND

Key to the Advertisement	*Positions for Men*	*Positions for Women*	*Final Average Positions*	*Actual Inquiries Produced*
B	3	4	1	258
A	4	3	2	155
H	1	7	3	41
R	7	2	4	60
K	6	6	5	93
Y	5	8	6	33
Z	2	11	7	30
W	13	1	8	44
J	8	9	9	37
D	12	5	10	15
C	9	12	11	9
G	11	13	12	1
F	14	10	13	7
O	15	14	14	8
E	10	15	15	5

Digitized by Google

The following table presents the results of another experiment of this sort, in which the series contained only five advertisements. The first column indicates the advertisement, the second gives the relative per cent. values as determined by experiment, the third gives the number of replies from each advertisement in one magazine, the fourth column the number of inquiries from the same advertisement in another magazine, and the last column gives the total number of replies from each advertisement.

MEASURING PULLING POWER BEFOREHAND

Key to the Advertisement	*Relative Values by Experiment, Per cent.*	*Replies from One Medium*	*Replies from 2nd Medium*	*Total Replies*
A	27	68	16	84
B	29	68	20	88
C	31	80	25	105
D	32	83	32	115
E	33	94	44	138

Examination of the tables shows that there is almost absolute agreement between the results of the experiments and the actual returns. If the experiment had been performed at an early enough time, it would have been possible to eliminate the less effective advertisements from the campaign, and to substitute for them more effective ones, based on the principles illustrated in the superior pieces of copy. For the laboratory study not only measures the relative value of the different appeals but also analyzes out the reasons for these differences.

There are now on record a score of such studies, and in no case has the laboratory study failed to reveal,

Digitized by Google

beforehand, and as the result of only two or three days of work, the actual facts as disclosed by the results of the campaign. Keying copy in the old fashioned way is not only difficult but wasteful and usually useless. The results are not known until the campaign is over and the money spent (frequently at the rate of $5000 or more a page, for a single appearance). The poor appeals cost as much as the good ones, in spite of the difference in the returns.

The "psychology of advertising" of the future will not consist of a body of general mental laws and principles of human nature and behavior. These will always be useful and suggestive, especially from the standpoint of the beginner. But in time there will be added to this body of general lore a series of concrete, specific investigations and studies of special technical problems, conducted with all the rigor and caution of laboratory technique, suggested and prompted by the practical interests of business men.

REFERENCES FOR FURTHER READING

The student or reader is strongly urged to supplement the rather sketchy review of the psychological factors in advertising presented in this Part by a careful reading and application of the following books on this and related subjects.

Primary Reference—

H. L. Hollingworth, *Advertising and Selling* (Principles of Appeal and Response).

Secondary References—

W. D. Scott—*The Psychology of Advertising.*

W. D. Scott—*The Theory of Advertising.*

E. K. Strong, Jr.—*The Relative Merits of Advertisements.*

W. B. Pillsbury—*The Essentials of Psychology.*

Digitized by Google

Frank A. Parsons—*The Principles of Advertising Arrangement.*

Harry Tipper and G. B. Hotchkiss—*Advertising.*

Digitized by Google

PART III
ADVERTISING COPY

Digitized by Google

Digitized by Google

CHAPTER XIV

THE DISTINCTIVE NATURE AND PURPOSE OF ADVERTISING COPY

Its relation to other parts of advertising — Distinction from other forms of composition — Style in advertising copy — Relation to personal selling — Essential qualities of advertising copy.

ITS RELATION TO OTHER PARTS OF ADVERTISING

BEFORE we can intelligently discuss the matter of advertising copy, it is necessary to review its relation to the other parts of advertising and also to know its difference from other forms of composition.

From the layman's standpoint, copy is the most important part of advertising. It is the part he sees and the part by which the advertiser's message is conveyed to him. From the advertising man's standpoint, it is only a small part, subordinate in his mind to the finding of the right sales plan, the proper selection of media, and the determination of the best psychological appeal.

The writer of advertising copy must give due weight to each of these views. He must know what the sales plan is, and what appeal the psychology of the situation demands. He must, however, recognize that knowledge of these things is useless unless the copy he writes performs its work of impressing the message upon those who may become buyers of the article.

Digitized by Google

Copy is the crystallization of the science and the art of advertising.

In the larger sense, advertising copy includes all the symbols by which the advertising message is given—not merely words, but form, color, illustrations, type, ornament, and the like, all of which are parts of the language of advertising. Often these parts are more potent than words in making an impression. They may neutralize or reinforce the effect of the message in words. The proper use of these elements is considered elsewhere in this volume under the head of Advertising Display. In this section we are concerned only with the message in words, or the "text."

DISTINCTION FROM OTHER FORMS OF COMPOSITION

The problem of writing advertising copy is more than a matter of grammar and rhetoric. It is true that most writers need instruction in these elementary matters. Every day we see advertisements that violate some simple rule of grammar. One car-card assures us that, "We have been friends for over 20 years and it *don't* seem a day too long." Another says, "Every woman should have a Tightfit Petticoat. *They* will use them once they have tried them."

Grammar and rhetoric, necessary as they are, are only incidental to the main purpose, which is to write English that will influence people to buy. If disregard of grammar would help to accomplish this result, then it might safely be disregarded. In the absence of evidence on this point, we must believe that the purpose of advertising copy can be best accomplished by reasonable conformity to the requirements of good use in language.

The writers of advertising copy, however, have more

Digitized by Google

freedom in the matter of language than the writers of other forms of English composition. Their work is not judged by any abstract critical standards of good and bad, but by the concrete, tangible results of dollars and cents profit.

In other words, their art is distinctly utilitarian. Other forms of composition exist mainly to instruct or to please; advertising copy is written to stimulate response. It may please or instruct incidentally, but unless it moves toward action in some degree, it is inefficient. The rimes of Phœbe Snow and the Spotless Town jingles were good advertising, not because they were cleverly written verse or because they amused us for the instant, but because they impressed upon us the distinctive merits of the Lackawanna Railroad and Sapolio so that we ultimately gave them our patronage. Advertising copy must always influence action.

This distinction between advertising English and literature has a deep significance. When people read for interest or instruction they do so willingly. They give their time and energy. They may even make some sacrifice.

This does not refer to a money sacrifice—though people *buy* literature. It means a real *mental sacrifice.* The passage of ideas from one mind to another is difficult. We must have a glossary to read Chaucer or Shakespeare. We must study to catch the message of Browning. Enjoyment of the classics of even our own language does not come easily to any of us. In all reading there must be some adjustment between the writer and the reader, before the message can be grasped. And in the case of literature, *the reader makes it.*

Digitized by Google

That is why we so commonly speak of expressing ourselves. The writer in other fields thinks of *expression.* He has ideas and feelings to throw out—and out he throws them. If any one wants them he must come and pick them up. Students of English composition are not always asked to *convey* ideas. They are asked to express them. And having no one to convey them to, they convey no ideas—often express none.

This is not a criticism of literature. It is well for a man to learn to catch the ideas of others. It gives power and the sense of power. But when we come to write advertising or any other business message we must write for the reader. If there is any adjustment to make we must make it. We must make reading as easy as possible for him. We must economize his time and energy.

In a word, the writer of advertising English must be less concerned with expression than with *impression.* The writer of literature should, but he is not obliged to. Advertising men realize this important truth when they speak of copy that "gets across." Whoever praised a poem by saying that it "gets across"? No, we talk about the imagery, the depth of feeling the writer had, and so on.

Advertising is not generally read because of deliberate intention. The reader does not buy advertising. It is thrust upon him. If it is to succeed it must not only get his attention away from the editorial matter placed next to it in the newspaper or magazine, but, having secured his attention, it must be so interesting that he will read it in preference to the material he has bought for interest or instruction. Moreover, he will not strain his mind to catch ideas that lead to the expenditure of money.

Digitized by Google

STYLE IN ADVERTISING COPY

Right here we come to a point that is of prime importance. The belief that writing was a matter of expression has been responsible for an erroneous conception of the nature of style and an exaggerated idea of its importance.

Style used to be considered the *dress* of thought. There was a notion that thought and language were separable. Later it came to be recognized that thought can only come in the symbols by which it is conveyed. The painter thinks in terms of form and color; the musician thinks in terms of sound; the writer thinks in terms of words. So the form of language is inseparable from the thought conveyed.

The modern conception of style is that it is the individuality of the writer as mirrored in his expression. Buffon's famous definition, *"le style est de l'homme meme"*—"Style is of the man himself"—is generally accepted now. It is even corrupted to "Style is the man himself." Arlo Bates, one of the sanest rhetoricians of the present day, says, "Style is the individuality of a work. Style is the personal impress a writer inevitably sets upon his production."

Now, we do not need to cast aside these definitions of style as untrue, but we must recognize that they are inadequate for the writer of advertising English. The reason is that they take into account only one element of the three that affect every piece of composition—the writer, the subject, and the reader. Here is a better definition: *Style is the man in the right relation to his subject and reader.*

Even writers of literature sometimes differ in "style" when writing on different subjects or to differ-

Digitized by Google

ent groups of people. Take Browning. What similarity is there between "The Pied Piper of Hamelin" and "The Ring and the Book"? If both had been published anonymously, could any man have guessed that they came from the same mind? In one Browning was writing for children; in the other, for men of high degree of intelligence and education, or perhaps for himself alone. Style was different because the class of readers was different. It is a curious commentary, and one that does not lack significance for us, that the poem for children, "The Pied Piper of Hamelin," is still the poem of his that is best known and best liked by the multitude.

The writer of advertising copy should forget style, forget self, think of those readers that he wants to reach, find the ideas that will appeal to them, the emotions that can be aroused in them, the language that they can understand, and the action they can be forced to take.

Many instances could be cited of the failure to adapt the language to the reader. Look at the defense that was set up in advertising by the New York, New Haven & Hartford at the time when public sentiment against it was so strong. The intellectual person could understand and appreciate its messages, but how about the great mass of people, whose average education is only equivalent to the fifth grade! And these people are the ones that the railroad most needs to reach; they are the ones from whom outcries against the railroads come. Did the railroad get down to their level and talk to them? No, its copy was dignified and cold, almost antagonistic. No wonder it failed to change the public sentiment.

Digitized by Google

THIS ADVERTISEMENT IS DEDICATED TO THE TOILERS OF THE WORLD, practitioners of the sciences; men of brain and brawn, an union of trained intelligences co-operating to evolve a perfect product.

The world tenders respect to the man who is a master of means and methods, for when he learns and knows his task thoroughly it teaches him to respect what he learns, because merit and true worth are imparted to that which he produces.

In the Hyatt workshops, the melting pot of science and skill, scholars of labor construct perfect automobile bearings, so quiet in operation that speeding motorists disturb not silent vesper hours.

"HYATT QUIET BEARINGS"

HYATT ROLLER BEARING COMPANY
Detroit Newark, N. J. Chicago

ILLUSTRATIVE LITERATURE UPON REQUEST

Pretentious style, unsuited to the readers

Digitized by Google

THE TRUTH No. 2

The only serious accident on the main line of the New York, New Haven & Hartford Railroad, thus far this year between Boston and New York, was at Westport, October 3rd, when the engineer, with five years of clear record behind him, from some forever unknown cause, passed seven signals and warnings and took a No. 10 crossover at 50 miles an hour where his speed regulation called for 15. He lost his life and the lives of six others. Had the crossover been a No. 20, the speed limit for which is 25 miles an hour, the result would have been the same.

But there may be some violation of rules and regulations in the future, when, with a somewhat less speed, a No. 20 crossover, which is 50% longer than a No. 10, may save a train from disaster; and No. 20 crossovers have been ordered installed for all express service as soon as the weather will permit.

Meanwhile the Public Utilities Commission of Connecticut has ordered that all express trains come to a full stop at crossovers before the switch is changed for the detour of the train.

This order is being strictly complied with and lengthens the running time between New York and Boston by twelve minutes, some of which can be made up in clear sections of the track.

But, as SAFETY MUST BE THE FIRST CONSIDERATION, the officials of the road are now figuring to what extent there should be a readjustment of the time schedule temporarily for the winter traffic.

The New York and Chicago expresses have lengthened their time for the winter by two hours and a corresponding lengthening of our five hour trains would mean a winter time of five hours and a half for our present five hour trains. This is quite unnecessary in view of the fact that the New Haven roadbed and rails are unsurpassed for solidity of construction by any railroad in the United States; and if it is finally determined that with these stops at crossovers there must be a lengthening of time schedules it will not be more than fifteen minutes for the five hour expresses and in such proportion as may be found necessary for other trains.

CHARLES S. MELLEN,
President.

Cold, formal language—obscure and lacking in general appeal

Compare with this the popular advertising of the Lackawanna.

Advertising English, therefore, must be suited to the reader—written *for* the reader. He must be made to read, to understand, and to react. It should, in addition, be suited to the subject. Jewelry and tobacco do not admit the same style of copy, because the feel-

Digitized by Google

Simple, concrete appeal that reaches the public

ings associated with their use are quite different. It may in addition be suited to the advertiser. The style of English that is suitable for the United Cigar Stores would not do for Tiffany. The style that is permissible for Wrigley would not help Huyler's. It should be remembered, however, that the writer personally—that is to say, the man who actually gets up the copy—does not come into the question at all. The less *style* he has, the better. Certainly he should have no mannerisms. He should have sufficient versatility to suit his message to the reader, the subject and the advertiser—and forget himself.

Digitized by Google

RELATION TO PERSONAL SELLING

The personal salesman and the writer of sales material in the form of letters meet very much the same problem as the writer of advertising copy, but it has certain differences. The personal salesman can make a new adjustment to each prospect that he meets. He can find the language that the prospect uses, the arguments that are suited to his character, and the tone that harmonizes with his mood. If he is a good man he will do all this. The writer of sales letters likewise, though to a less degree, makes a personal adjustment to his readers, whether they be one or a hundred thousand. The advertising writer, however, cannot do this. The attempt to make his adjustment personal, to make his sales talk a substitute for the personal conversation, is usually foredoomed to failure.

Compare the situation of the sales letter (sometimes called circular letter or form letter) with that of the general magazine advertisement. The form letter may be sent to thousands, even hundreds of thousands of people—but they are selected in advance by some principle. They are people who have responded to a certain advertisement, or their names appear on a list because they are engaged in a certain business, because they possess a certain amount of wealth, because they have bought by mail a certain class of commodities, or because they have some other feature of similarity that gives the writer a possible point of contact with them. He can adjust his message to the typical prospect.

But the readers of the general magazine include nearly all classes of humanity, alike only in their ability to read. The contents of magazines of large circulation are usually so varied as to appeal to the widest

Digitized by Google

possible range of readers. The advertiser cannot adapt his message to the typical reader because there is no "typical reader." He must construct it so as to reach and appeal to the largest number of prospective buyers.

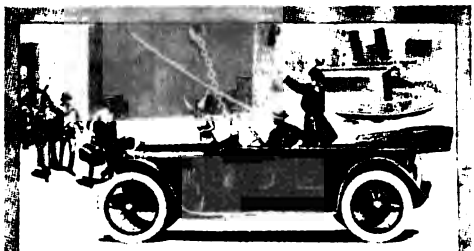
In other words, the advertising writer must adjust to the mass. His readers are not picked out beforehand. He must pick them out. This means that he must find the appeals and language that are most suitable to the majority of possible buyers, and use them. The task would be quite hopeless if human beings—the readers—were not so much alike. As a matter of fact, as psychology has shown, they react in much the same way to the same stimuli. Class distinctions there are; individual distinctions there are. These will be considered later in connection with various class publications which demand special appeals. Our first task is to find the qualities that make copy efficient with the majority.

ESSENTIAL QUALITIES OF ADVERTISING COPY

These qualities can be grouped under two main heads: first, those that serve the purpose of *economy;* second, those that serve the purpose of *distinctiveness.* Of these the former class is the more important. No one has ever given a better definition of the qualities that should be found in advertising copy than has Herbert Spencer in his *Philosophy of Style.* The whole task of the writer should be to make reading easy, to make the conveyance of thought and feeling certain. Advertising copy should economize the reader's attention; that is to say, his time and mental effort.

In securing economy, the most necessary quality is

Digitized by Google



Distinctiveness without paying anything extra for reputation

Moline-Knight cars now in the hands of private owners have made good. Every claim made by us has been substantiated.

Moline-Knight represents progress The Moline-Knight sleeve valve type of engine represents today the greatest real, substantial progress in motor construction.

It is individually distinctive, a powerful, reliable, silent car—engineered with surpassing skill—built in small quantities with great care—finished in a high class manner, matchless throughout—and *nothing added to the price for reputation.*

This is the motor that made the phenomenal 337 hour non-stop run in the laboratory of the Automobile Club of America, New York, averaging 38 horsepower under load and at the end of the test reaching 53.6 horsepower at 1682 revolutions per minute.

The Moline-Knight is distinctive and is a car that is instantly recognized on the boulevard. It is symbolic of reliability, comfort and luxuriousness, and is as near perfection as human brains, energy and automatic machinery are possible to make it. All steels, wood, upholstering, leather and other materials used in the Moline-Knight cannot be better because the world's markets and craftsmanship have not yet produced anything superior.

Get our literature Because of our limited production—not over 1200 cars during 1915—and the increasing and insistent demand for Knight Motored cars at a fair price—the Moline-Knight 50 H. P., Four-Cylinder at $2500 will be oversold early. So write at once for descriptive booklets and get acquainted with this splendid car.

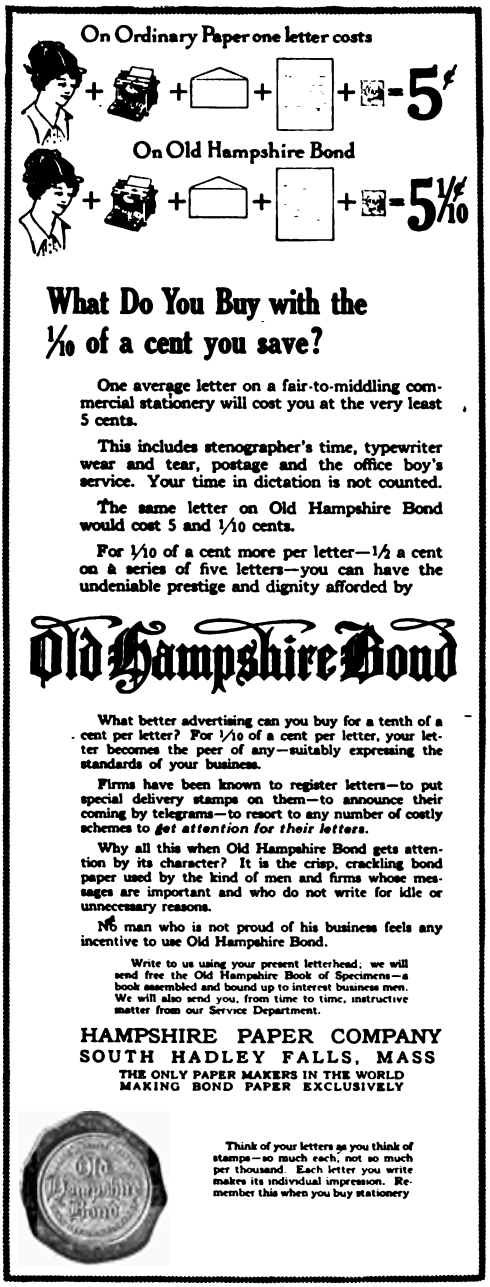
Dealers If you have been selling a high grade car, write us at once for advance information regarding Roadster, Sedan and Limousine to be added to the Moline-Knight line. We will require a limited number of high grade men to market our entire production.

Moline Automobile Company

East Moline, Illinois

Too many broad generalizations

Digitized by Google



Simple, direct copy, easily read and understood

Digitized by Google

clearness. The meaning of a message should be plain at first glance. Unusual words, long involved sentences, and strained, pretentious phrases all obscure the message. Vague generalizations, such as "Finest Quality," "Best in the Market," and many others equally trite and familiar destroy the clearness, because if they convey any message at all, it is too inexact to make an impression.

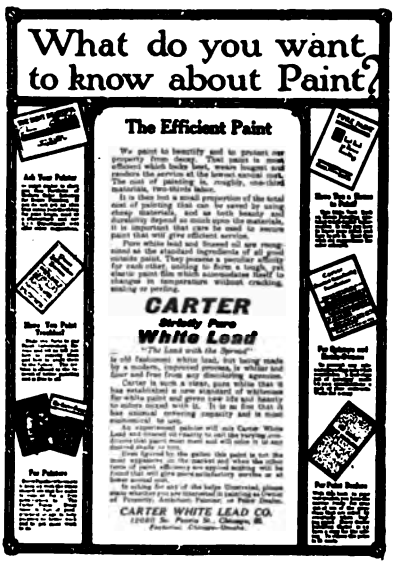
Concise copy, well arranged

In general, the writer should take care that the reader be not distracted from the thought to the words that convey the thought. It has long been recognized that an illustration is inefficient if it draws attention away from the copy and bears no necessary relation to the message. In just the same way every word in the copy should be a part of the message. It is nothing in itself. That is why it would not pay to use simplified spelling in advertising. Recognition of the words would be slow and some mental power would be taken away from the understanding of the message itself to a recognition of the symbols.

This indicates why economy demands correctness of language. The language must be that to which the reader is accustomed; and the majority of people are

Digitized by Google

accustomed to what is correct. Indeed, correctness is only the crystallized preference of the majority. Advertising copy is not bound by the rigid rules of the rhetorician. If the majority of possible buyers accept a usage as correct, that is sufficient, but they must not be distracted by construction and words that appear to be incorrect. In ninety-nine cases out of a hundred, advertising copy should conform strictly to the accepted principles of grammar and word use.



Verbose copy, badly arranged

The third and most obvious quality in securing economy of attention is conciseness. Waste words put an unnecessary tax upon the reader. In view of the fact that, unless specially interested, he will not give much time to the reading of any individual advertisement, the message must be put in as few words as possible. Upon this point it is unnecessary to dwell at length because the high cost of space prompts the advertiser to boil down his message as much as possible. In this one quality his interests and those of the reader are identical.

It may be stated, however, that conciseness must not be secured at the expense of clearness. Most ambiguities in advertising come from the attempt to say too much in too few words. One case in point is the fa-

Digitized by Google

Pebeco has the "Punch"

It isn t one of those "lick-and-a-promise" dentifrices that just clean the surface of the teeth and fool you into thinking everything is all right.

Pebeco gets down to the cause of decay, which in 95% of cases is "acid-mouth." "Acid-mouth" can't remain if Pebeco is on the job.

Pebeco Tooth Paste does all its work in the minute or two you take for brushing your teeth every morning and night

Pebeco cleans the teeth It removes tobacco and other odors. It refreshes the mouth It strengthens the gums. *It neutralizes the acids*

"I m a smoker—

Pebeco

Tooth Paste

makes a hit with me because it keeps my teeth free from ugly 'brown spots' and my mouth free from tobacco-breath."

Pebeco is the 100% dentifrice. In extra-large tubes, at all dealers.

Ten days' supply and acid test papers to test your mouth for acid and prove the value of Pebeco—Sent Free.

LEHN & FINK
1 and 3 St. Helen Street Montreal

Vigorous, colloquial copy in small newspaper space

mous example of the Turkish bath proprietor who advertised "Ladies' Department Separate, except on Sundays and holidays." An advertisement of a real estate dealer read, "Two Houses, one $5000, one $4500. They won't last long." Again, conciseness is dangerous if it results merely in vague generalities about an article. However small the space, room must be found to say something specific and definite.

The other main effect to be produced by a piece of advertising copy is distinctiveness. This is the quality of originality that commands the reader's attention in spite of himself. Advertising men usually call it by the vague term "Punch." There is a general tendency to over-emphasize the importance of distinctiveness and frequently other things more valuable are sacrificed for it. Writers of advertising copy too often attempt to be different from somebody

Digitized by Google

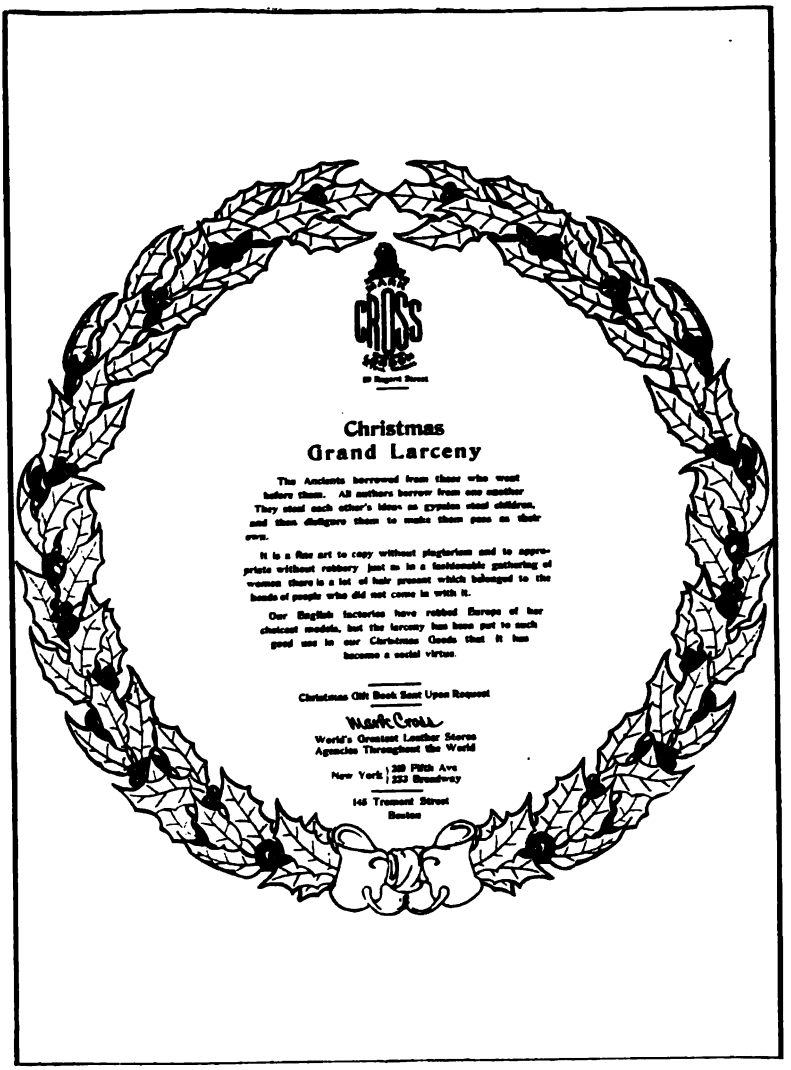
else or to imitate somebody else without considering whether the result is in itself good, bad, or indifferent.

A young man set up a business of selling bonds in a conservative New England city of about one hundred thousand population and began to advertise his wares in the newspapers. He adopted a conversational style of copy that aimed first of all to create comment. His announcements read somewhat as follows: "I am only 26 years old, but have been selling bonds for 33 years, etc." The copy caused plenty of comment but it did not create sales, for the obvious reason that he had sacrificed everything else for the sake of distinctiveness. People who had money to invest in bonds were not led to feel confidence in him.

Another instance of the sacrifice of clearness for the sake of distinctiveness is found in the advertisement of a patent flooring. One sentence read: "Your judgment shall prevail, but we are inclined to believe that at least one room will multiply its egotism because of a handsome, wood mosaic floor this Spring." Straining of this kind is always fatal to the more important purpose of economy. Distinctiveness is not synonymous with cheap cleverness. Any attempt to "show off" is likely to result fatally.

Since distinctiveness is so closely synonymous with individuality, no general principles can be laid down for securing this quality. Sometimes it is secured by some new method of illustration, as the use of shadow pictures by the Community Silver Company some years ago; sometimes by a different method of appeal, such as the dramatic or story form. It may be simply by vigorous, forceful sentence structure or by picturesque or slangy language, as in Prince Albert Tobacco. One of the best instances of distinctiveness is in the adver-

Digitized by Google



Distinctiveness has been sought at the expense of economy and good taste. The space is wastefully used

Digitized by Google

YOU awake in the morning, snug and comfy, right where you are.—He's standing by your bedside, waiting, friendly, eager to help:

"The *morning tub* makes winning men, there's time to get it, says Big Ben."

"A *clean-cut shave* makes keen edged men, let's lather well, says Big Ben."

"A *short, brisk walk* puts blood in men—let's walk partways, says Big Ben."

You try it once, you try it twice—best thing you know—good old Big Ben!

He's punctual, he's loyal, he's big all over and good all through. Calls two ways—five minutes straight or every other half minute during ten minutes. $2.50 anywhere in the States, $3.00 anywhere in Canada. "*Made in La Salle, Illinois, by Westclox*"

Distinctive copy that has also the quality of economy

Digitized by Google

tising copy of the "Big Ben" clock, where the article is personified and surrounded with an atmosphere of cheerfulness and wide-awakeness. The quality of distinctiveness will be referred to again, but it must be emphasized here that economy is a much more important matter and that it must not be sacrificed in the attempt to gain distinctiveness.

Digitized by Google

CHAPTER XV

STRUCTURAL PRINCIPLES OF ADVERTISING COPY

The functions of an advertisement — Attraction — Arousing desire — Creating confidence — Stimulating action — Unity — Coherence — Emphasis.

THE FUNCTIONS OF AN ADVERTISEMENT

In securing the economy of attention which is so important a quality of advertising copy there are certain structural principles that need to be observed. Before these can be taken up intelligently, however, we must have a common understanding of the functions of an advertisement. These have been touched upon in the section on Psychological Factors but it is well to review them from the standpoint of the copy-writer.

It is frequently said that an advertisement is to be seen, read, and believed. In view of the fact that its ultimate purpose is to influence the reader to buy, this definition of its functions seems inadequate. It is safer to consider it as a sales appeal—more or less complete—and to say that it should attract, arouse desire and confidence, and stimulate action.

ATTRACTION

Attraction means first of all getting the reader's attention away from other messages—the reading columns or other advertisements—and directing it to our message. The display of the advertisement often does this in part—and in fact must usually be relied

Digitized by Google

upon to do it in large part. In the chapters on psychology and display many mechanical means of getting attention are discussed.

But it is not enough to attract the reader's attention to the *advertisement.* He must be attracted to the substance of the message—to the *article advertised.* This is a task for the copy, either as a part of the display in the form of a headline, or as a part of the text pure and simple. A point of contact must be made between the reader and the article advertised. An advertisement headed "Be a Wise Woman; Guard Your Purse" might conceivably attract readers, but if the message had to do with corsets, the attraction could not easily be related to it. It does not have so close a connection with the subject of corsets as with a dozen other subjects, such as wrist bags and savings banks. "The New Silhouette" on the other hand, might easily be related to a message about corsets. Attraction must be to the article advertised. In most cases, a weak attraction that is relevant should be preferred to a stronger attraction that is irrelevant.

AROUSING DESIRE

When we speak of desire we mean the desire to possess the article advertised. The motive may be purely intellectual, or it may be wholly or partly emotional. If the article is a cash register, it will be desired as an aid to the more efficient and economical handling of business; if a talking machine, it will be desired as an added enjoyment of life. The broad distinction between intellectual and emotional desires leads us to classify advertisements as reason-why and human interest, and as such they will later be discussed separately. For present purposes it is enough to say that

Digitized by Google

the possible buyer should be made to *want* the article.

This usually involves the selection and presentation of "talking-points," that is to say, the distinctive points of superiority of an article. These include low first cost, economy in use, greater beauty or style, greater safety or comfort, and an infinite number of others. They can usually be determined only after a careful analysis of the market and comparison with competing products. One of the most essential factors in the merchandizing plan is the choice of talking-points, as was pointed out in the earlier sections of this book. When these "talking-points" have been selected they must be so presented that the reader will recognize the distinctive superiority of the article and want it.

CREATING CONFIDENCE

Even this is not enough. The reader must feel not only that he wants the article, but that he should have it. He must have confidence that it is as represented and that its purchase would be wise. In the whole campaign this may sometimes be accomplished by the simple repetition of a claim. In the individual appeal it is largely a question of proof by means of evidence.

STIMULATING ACTION

The last function is to make the reader buy or at least to influence him toward buying so that the sale can be made later, when circumstances are favorable. The other three functions, it is true, lead in this direction, but some additional stimulus is usually necessary to crystallize desire and confidence into action.

This stimulus may be in the form of a direct command: "Take home a box to-day," "Ask your

Digitized by Google

grocer," "Look for the trade-mark," etc. Or it may simply be a way of making action easy, as by giving a list of dealers or attaching a coupon. A third form of stimulus is the use of an inducement, such as a booklet, a statement that the offer is for a limited time only, or the like. The three methods are often employed together.

The advertisement on the opposite page will illustrate all four functions of a sales appeal.

Here our attention is attracted by the picture of a handsome library table, and by the question, "Will you drive six screws to save $13.25?" The universal instinct for saving prompts us to read further. Our desire is aroused by the picture and the description, and by the opportunity for saving. Indeed, the very things that attract us make a beginning in arousing our desire. Confidence is created by explaining the reason for the saving and by offering money back to any who may be dissatisfied. Last we have a stimulus to action in the form of a free book and full directions for requesting it.

Although the complete sales appeal performs all these functions, the individual advertisement does not always attempt them. The mail order or inquiry-getting advertisement does, but in most general advertising the task is distributed over a number of pieces of copy, each one of which has to do only that part of the work that it can do efficiently.

Publicity campaigns often contain "teasers"—advertisements that arouse curiosity in an unnamed and undescribed article. Again, advertisements are often merely reminders, such as "Use Sapolio," "Drink White Rock," "Wilson's—that's all." In some campaigns whole series of advertisements are devoted to

Digitized by Google

Will You Drive Six Screws To Save $13.25?

It takes six minutes to drive these six **screws.** Now, if your time is worth more than **$2.21** a minute, **don't** read any further. This advertisement is for those who want high grade furniture at rock bottom prices, who **love** beautiful things in the home, who appreciate choice designs, **know** solid worth, and approve of a selling plan that saves them fully one-half store prices.

COME-PACKT Sectional Furniture is such furniture. Take this table, for example. It is Quarter Sawn White Oak, with rich, deep natural markings, honestly made. Can be beautifully finished in your choice of eight finishes at actual cost of finishing. Measure out its dimensions with **a tape measure—compare it with any** piece equally good, at any dealer's. It saves you more than one-half.

300 Library Table
Dealer's price, $25.00
Come-packt price $11.75
Height, 30 inches; top, 44x28 inches; legs 2½ inches square
Two drawers, choice of Old Brass or Wood Drawer Knobs
Shipping weight, 150 lbs.

Sold on a Year's Trial. Money Back Any Time.

How! By coming to you in five sections, packed in a compact crate, shipped at knock-down rates. **Come-packt** keeps no men on the road, has no stores, no dealers. You save all these big savings—freight, traveling men's and dealers' expenses and profits—a **total of one-half or more. With a screw driver and six minutes, you buy a $25 table for $11.75.**

Honest furniture and an honest selling plan, as thousands have proved. Our free catalog —the most beautiful furniture book ever given away—tells all the details, gives you a choice of more than 400 pieces, and color plates show the exquisite finish and upholstering.

Write for this beautiful big book today. Mailed free.

SECTIONAL "COME-PACKT" FURNITURE

COME-PACKT FURNITURE CO., 207 Fernwood Avenue, TOLEDO, O.

Come-packt Sectional Furniture is not handled by dealers.

You buy at factory prices.

Complete sales appeal

Digitized by Google

showing new uses or new recipes for an article, so as to increase desire for it. Other series simply pile proof upon proof to increase confidence.

It may fairly be said, however, that considering the limitations of space and the demands on a reader's time, the nearer an advertisement can come to giving a complete sales appeal the more efficient it is. The following principles of construction will therefore be applied mainly to advertisements which attempt to perform all four functions: attracting, arousing desire and confidence, and stimulating action. Their application to advertisements which perform only part of this work is a simple matter.

UNITY

The first principle of construction is *Unity* or concentration. It demands that nothing shall be placed in the advertisement that does not contribute to its one central message. This principle holds good for the display as well as the copy. In the text it means that one central idea shall be impressed. Others may be brought in but they should be few and should be subordinated to the important main idea.

One of the commonest violations of this principle—and one of the weakest forms of advertising—is catalog copy. This is not the kind of copy used in catalogs, but the kind that attempts to mention every good quality of the article and impress them upon the reader with the result that none is impressed. "Bon Ton corsets are the most perfect-fitting, hygienic, fashionable, and highest grade corsets in the world," claims the manufacturer. Which of these qualities is most important? That one should have been chosen and the copy concentrated on it. Even if they seem equally

Digitized by Google

important, each piece of copy should have been built around *one* of them.

A manufacturer of silk gloves devoted not merely one piece of copy but a whole season's copy to a single important talking-point, the fact that his gloves had double-tips and therefore the ends of the fingers would last as long as the rest of the gloves. The following season he concentrated upon the guarantee that was placed in each pair, and merely mentioned the double-tips. Another season he concentrated upon the stimulus: "Look for the trade-mark embroidered in the hem." This is an extreme instance of the application of the principle of unity, but its success goes far toward its justification.

Further proof of the inferiority of "catalog copy" may be found by comparison of the two following pieces of copy:

"The Dominant Six—The greatest piece of machinery that ever went upon the highways and the most luxurious carriage. Fastest get away; smoothest starting and stopping; power without noise; best hill climber; easiest car to drive; safest investment. . . . ."

"Why is your family safest in a Packard?
Why is a Packard at its best after thousands of miles of hard usage on the road?
Why will a Packard run so long without mechanical cultivation? . . . ., etc.
Because *Endurance far exceeding requirements* is the standard to which every Packard is built."

The first of these pieces of copy makes no clear cut impression on the reader. It simply gives him a vague mass of claims that could just as well be made by any other automobile advertiser. The second impresses

Digitized by Google

one distinctive message that may lead the reader to "Ask the man who owns one."

Frequently the article has one distinctive point of superiority over its competitors. In this case the problem of unity is simply a matter of concentrating on this one point. Thus Pebeco tooth paste continually hammers in the fact that it "neutralizes acid-mouth" and merely mentions that it has the other qualities a dentifrice should have. Valspar varnish concentrates on the fact that water even when boiling won't make it turn white.

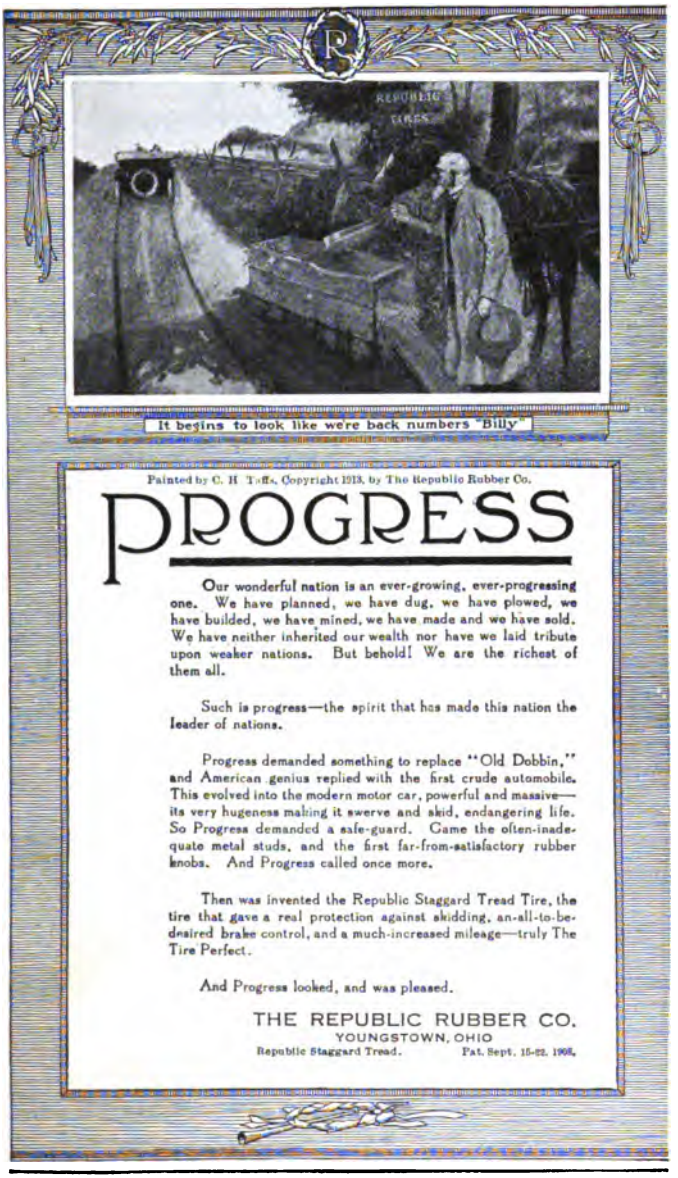
In this connection it should be remembered that once an advertiser has sufficiently driven home his great distinctive talking-point, he can concentrate upon a point that was *originally* a minor point, and simply remind readers of the big one by putting it in the form of a slogan. Ivory Soap formerly impressed people with the fact that it floated and was pure. More recently each piece of copy has concentrated upon some one use for Ivory Soap, as in washing laces, washing furniture and woodwork, washing statuary, or the like. The original talking-points alternate as slogans: "Ivory Soap—it floats"; "Ivory Soap—99$^{44}/_{100}$% pure."

Unity not only requires concentration on one talking-point. It requires approach to the reader from one angle at a time. This demand is violated in the advertisement for Hygienic Kalsomine, which begins:

> "Its sanitary feature kills every germ-like creature. It beautifies the home."

The two appeals are incongruous, and do not help each other. One must be subordinated before the advertisement can be an effective unit.

Digitized by Google



Violation of unity through use of ideas not closely related to the subject

Digitized by Google

Again the point of contact with the reader must not be too far from the article or there can be no unity. When some great event, such as a war, occurs, it is a temptation to begin the advertisement with some refer-

Unified in copy and unusual in display

ence to it on the ground that it will probably attract attention. But it usually proves a strain to relate this beginning to the real subject of the message—if there is no natural relation between the war and the article advertised. The advertisement on page 173 illustrates lack of unity through the introduction of ideas that are only distantly related to the subject.

Digitized by Google

There is another side to the principle of unity. It demands that everything be included that is essential to the impressing of the main idea. This means that vague, unsupported claims are not enough. They should be backed by concrete instances or tangible proofs. It means that if the main idea would arouse suspicion, that suspicion should be allayed. Thus when the Mark Cross razor was announced as a $5 razor at the introductory price of 25 cents, there had to be a guarantee of quality and a promise of "money back if dissatisfied," before the appeal could be complete.

The danger of saying too little is small. The writer's chief concern in observing the principle of unity is to have one main idea and concentrate upon it. Whether it is a single mail-order advertisement, or one of a long series of general advertisements; whether it contains a complete sales appeal or only one of the functions, it should have one clear-cut message.

The Come-Packt advertisement on page 169 is a good illustration of unity. The examples on pages 174 and 176 also illustrate the right application of this principle.

COHERENCE

The second great principle of construction is that of *coherence.* It demands that the material be so arranged and connected that the reader may progress logically from beginning to end without serious tax upon his attention. There must be no serious breaks or gaps in the message. Coherence involves three things: logical order; right construction; close connection.

The order in a piece of copy is often that of the sales functions. The early part attracts; the middle arouses

Digitized by Google

Which Will You Keep?

"Acid-Mouth" or Sound Teeth?

YOU can't have *both* "acid-mouth" and sound teeth. They don't go together.

"Acid-mouth" gradually but surely eats away the enamel and lets decay strike into the soft interior of the tooth. In time you won't have a sound tooth left—*unless* you remove the cause of the trouble.

The sure way to counteract "acid-mouth" is by the regular daily use of

PEBECO
TOOTH PASTE

Pebeco is the scientific dentifrice designed to neutralize the mouth-acids formed by food-ferment. By doing this it removes what authorities claim is the chief cause of tooth-decay.

Pebeco also cleans and whitens the teeth, purifies the mouth, drives out bad odors and tastes, and leaves a feeling of clean freshness that nothing else can equal. The delightful tingle of its taste is a revelation.

You are invited to find out whether you have "acid-mouth," as 9 out of 10 people are said to have. If you have "acid-mouth," Pebeco is a necessity

Send for Free Ten-Day Trial Tube of Pebeco and Acid Test Papers

Use ½ of Brushful

The Test Papers will show you whether you too have "acid-mouth" and how Pebeco counteracts it

Pebeco originated in the hygienic laboratories of P. Beiersdorf & Co., Hamburg, Germany, and is sold everywhere in extra-large size tubes. As only one-third of a brushful is used at a time, Pebeco saves money as well as teeth.

LEHN & FINK
Manufacturing Chemists
120 William Street, New York
Producers of Lehn & Fink's Rivoris Talcum

Well-unified copy containing a complete sales appeal

Digitized by Google

The Winged Message

Noah's messenger was a dove. In Solomon's time, pigeons were trained to carry messages. Brutus used them at the siege of Modena. They served the Turks in their fights against the Crusaders. In mediæval wars they were more useful than ever before.

France had a carrier-pigeon mail service, with messages reduced by photography and read through a microscope.

Even today carrier pigeons are utilized as news-bearers in isolated parts of Europe.

In America, the land of the telephone, the carrier pigeon is bred only for racing. The winged word has taken the place of the winged messenger.

Pigeons may fly more than a mile a minute, but the telephone is as quick as speech itself.

The dove is the emblem of peace. The telephone is the instrument of peace. The telephone lines of the Bell System unite a hundred million people in one national family.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy ***One System*** ***Universal Service***

Publicity copy of distinctive kind illustrating the use of the narrative order

Digitized by Google

desire and confidence; the ending stimulates. Sometimes, however, this order is changed for good reason. And in the advertisement that does not attempt to perform all the sales functions another order must be used. The commonest are the narrative, the descriptive and the climactic.

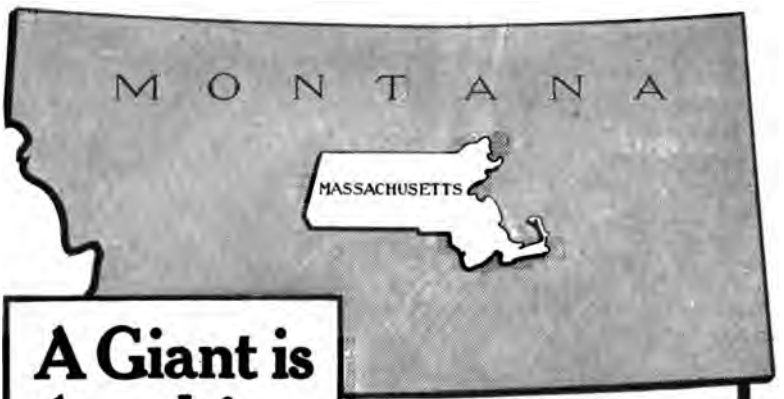
The narrative order takes facts in the order of their happening. An article may be shown to be good by giving the history of inventions leading up to it, or the history of the company itself. It may give in order the processes of making it or the steps taken in using it. It closely resembles the process of induction considered in the next chapter.

The descriptive order gives the main point which sums up the distinctive qualities of the article and follows this with the details that support the main assertion. It corresponds closely with the deductive method explained in the next chapter.

The climactic order simply takes the various ideas and arranges them in the order of their importance. Often we have a series of questions, to be answered by one main statement; or a series of reasons for a statement already made. The climactic order is useful here.

Whatever the order chosen, it must be maintained throughout. There can be no haphazard drifting and shifting from one idea to another. In the advertisement "A Giant is Awaking" (page 179) we have a metaphorical statement that appeals to our imagination, followed by a collection of dry-as-dust figures and then another passage of inspiration. The mind cannot adjust to these changes readily. The order would be improved by putting the statistics down toward the end of the text.

Digitized by Google



A Giant is Awaking

Massachusetts, 8266 square miles, population, 3,336,416. Estimated property value, $4,956,578,913.
Montana, 146,080 square miles, population, 376,053. Estimated property value, $746,311,213.
Why has Massachusetts this advantage?

Because population makes land values

From 1900 to 1910 the population of the United States increased 21 per cent. The population of the Great Northwest, including North and South Dakota, Montana, Wyoming, Idaho, Washington and Oregon, jumped 71 per cent. It is the fastest growing section of the entire United States. Why? Because here is everything that makes for solid, substantial wealth—***timber, minerals, water power, irrigable lands, stock raising, unsurpassed farming facilities and three transcontinental railroads.***

Settlers are now flowing into this Northwest country in thousands. Cities are springing up as by magic. With the opening of the Panama Canal, Northwest populations will increase in leaps and bounds. We have seen this time coming for several years. We have bought outright the choicest building lots in the most vigorous and logical of Northwest young cities.

Here is the Northwest Townsite proposition to you:

We are offering building lots in five of these cities, located in three different states, on the most practical real estate investment plan ever devised. Maybe all, possibly two or three, *at least one,* of these five cities is destined to develop into a Denver, a Seattle, a Portland, Ore. These are the five cities in this offer: Bend, Ore.; Roundup, Mont.; Redmond, Ore.; Vale, Ore.; Lemmon, on the border line between South and North Dakota.

In each of these cities we have at present 170 building lots. We will sell—first come, first served—one lot in each of these five cities in these three states for $500—$500 for the entire five lots—payable in installments and free from taxes until paid for.

Should the purchaser die before the whole sum is paid, but after paying $250, we will deliver deeds to all five lots to his or her heirs or assigns free from further payments.

5 lots in 5 cities in 3 states, $500

In considering this opportunity, remember the histories of Denver, Spokane, Seattle, Portland, Omaha. They once were raw frontier towns, now they stand for millions on millions of dollars. ***The facts about this land are astounding. You should read the facts.*** Fill in the coupon below or write us a personal letter for full particulars. This kind of opportunity comes but once in a generation. Don't wait. Write at once for our book.

The Northwest Townsite Co., 320 Chestnut St., Philadelphia, Pa.

We Print this Coupon for Your Convenience

NORTHWEST TOWNSITE CO.,
Philadelphia, Pa. Date_____

Please register this inquiry and send me at once full particulars about the five towns mentioned in your advertisement in Everybody's for April, 1913, and your plan for investment. It is understood that this request involves no obligation of any kind on my part.

Name _____
No. _____ Street _____
County _____ State _____
P. O. _____

Incoherent copy

Digitized by Google

Coherence is further aided by keeping one point of view and one form of construction. The mind works according to habit and after it has moved once or twice in a certain groove, it moves more easily in that groove than in some other. A question followed by another question is more coherent than a question followed by an assertion. It is for the sake of coherence that we find so many advertisements that contain only a string of "Becauses." Too many sentences and paragraphs of the same construction become monotonous and therefore ineffective; three or four can be safely used.

So great similarity of construction is not essential. It is advisable, however, to keep the same subject throughout. If "you" (the reader) is the subject at the start, "you" should remain the subject throughout. Similarly an advertisement that begins in the first person should keep the first person until there is some logical reason for a change.

The final aid to coherence is the use of good connectives. Even when ideas are arranged in logical order and constructed similarly there is need of connectives to bridge the small gaps between them. These connectives are of four kinds:

(1) Numerical; as *first, second,* etc. This type is sometimes useful, but has a mechanical effect and deadens interest.

(2) Conjunctives; as *and, but, however, nevertheless,* etc. These are most commonly used. The looser conjunctions, *"and"* and *"but,"* should be avoided as far as possible and more exact connectives employed in their stead.

(3) Demonstratives; as *this* and *that.*

(4) Repetitions of words. This last method should be more widely used. It is least mechanical and most

Digitized by Google

Can you afford it?

CAN you afford to spend time and energy on home-made soup when you can buy Campbell's?

Can you afford to have the maid fuss and simmer and stew over it and nurse a chronic grouch?

Can you afford delay or uncertainty at the dinner hour; when you might be sure of the right soup rightly made and right on the minute? If you can afford to keep house without Campbell's Soups, you must be mighty rich in time and patience.

Asparagus	Clam Chowder	Pea
Beef	Consommé	Pepper Pot
Bouillon	Julienne	Printanier
Celery	Mock Turtle	Tomato
Chicken	Mulligatawny	Tomato-Okra
Chicken-Gumbo (Okra)	Mutton Broth	Vegetable
Clam Bouillon	Ox Tail	Vermicelli-Tomato

21 kinds 10c a can

Campbell's Soups

Look for the red-and-white label

Coherence through the use of parallelism. Seriously weakened by border

Digitized by Google

emphatic. The following example illustrates its effectiveness:

The story of every child is a story of growth and change—
A change too gradual and subtle for even the watchful eye of a mother to detect, or for memory to recall.
Only in pictures can the story be told, and a record of the childish features and expressions kept for all time.
A good photograph now and then, will mean everything to you—and to your children, in after years.

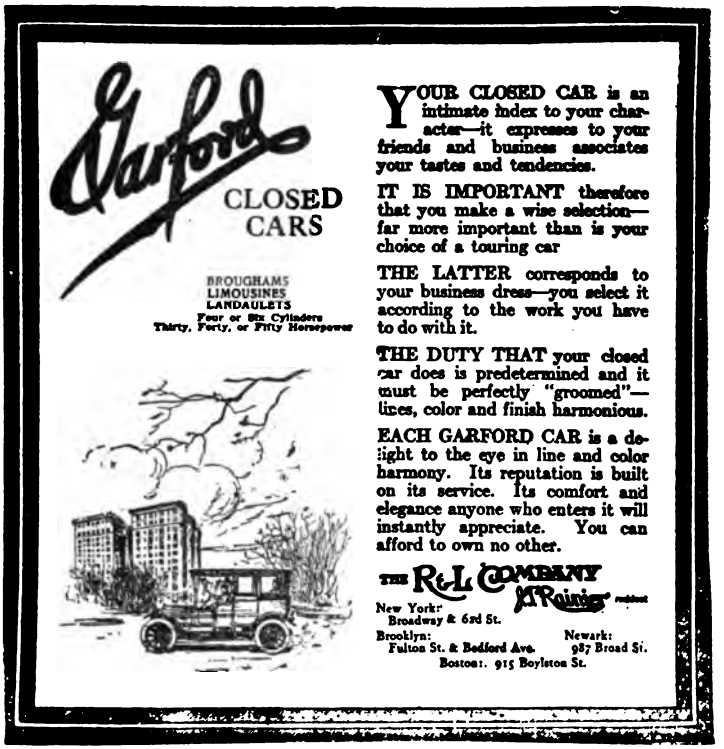
EMPHASIS

The final constructive principle is that of emphasis. It demands that the most important ideas be given greatest prominence. In advertising, this commonly results in the use of display type or other mechanical means to make the important ideas stand out boldly. Even single words are put in bold face style or italics or are underlined to emphasize them. But the possibility of these methods of emphasis should not cause us to neglect the methods that are part of the work of construction.

Three elements at the most can be emphasized by display. Each paragraph of the text—yes, each sentence—has its important idea. Emphasis requires that these shall be given most space and the most prominent position—that is, the beginning or end. So in the copy as a whole, regardless of display, the important ideas should have most space (measured in terms of words, not merely inches or agate lines) and the best positions.

In the advertisement for Garford closed cars (page 183) it will be noted that the first few words in each paragraph are capitalized for the sake of emphasis. They are not in all cases important words, however,

Digitized by Google



Unemphatic copy, well placed

and they suffer doubly from their position and display. "The Latter" is merely a connective, and connectives should rarely be emphasized. Wherever possible they should be put within the sentence. The end of the copy is weak. It contains a negative warning, instead of a positive stimulus.

It may safely be said that the beginning of an advertisement should contain an idea that is most important to the reader. That is one reason why the name or slogan of the advertiser should rarely appear there. The ending may contain the idea that is most

Digitized by Google

Well-unified, coherent and emphatic copy

Digitized by Google

important to the advertiser—which is usually the stimulus to action together with the advertiser's address.

Proportion is largely a matter of judgment. The most frequent violation of it is in giving undue space to attacks on competitors or other ideas that are at best negative in value.

To sum up then, the copy in an advertisement should perform as much of the sales appeal as is consistent with the complete sales plan and the nature of the campaign. It should be unified; that is, concentrated upon one main idea, with all non-essentials omitted. It should be coherent; that is, arranged in logical order, and so constructed and connected that the reader will read uninterruptedly from beginning to end. It should be emphatic; that is, the beginning and end should contain the most important ideas and all the ideas should be given space commensurate with their importance.

Digitized by Google

CHAPTER XVI

REASON-WHY COPY

The nature of reason-why copy — Uses of reason-why copy — The process of deliberation — Eliminating alternatives — Narrowing the choice — Evidence — Deductive reasoning — Inductive appeal — Point of view — Style and tone.

THE NATURE OF REASON-WHY COPY

THE type of copy called reason-why copy makes its main appeal to the reason, rather than to the senses or emotions. It lays its chief stress upon creating confidence, or convincing; and such desire as it arouses is largely intellectual. It corresponds to the forms of literary composition called exposition and argument; whereas human interest copy corresponds more nearly to description and narration.

Even though reason-why copy presents a logical argument it need not do so in a combative way. It may be quiet and persuasive. But it must always be logical. Sometimes it may include a great deal of the human-interest element. In the piece of copy on page 224 it is hard to tell where emotion leaves off and reason begins.

The distinction between reason-why and human-interest is often one of convenience only.

USES OF REASON-WHY COPY

Reason-why copy has a larger field of usefulness than human-interest. It is almost always safe. Com-

Digitized by Google

petitive conditions demand that the advertiser create a desire not merely for the type of product he sells, but for his individual product. The distinction between this and a similar product is usually one that can be seen by the mind only. The pleasures of riding in an automobile are much the same, no matter what the car is, but no two makes of cars are precisely alike in their talking-points. Price, quality, power, cost of upkeep, and many other considerations lead to a man's choice of a particular make.

Even in the case of articles that are bought solely because of a sense or emotional desire, it is frequently necessary for reason to justify the choice before the purchase will be effected. Even beer has been advertised on the reason-why basis by attempting to show its food value. This is an extreme instance that simply proves the universal tendency to reinforce a desire by the intellect. Ordinarily such articles as candy, tobacco, facial creams, and the like are advertised by a human-interest appeal.

The following classification of articles indicates those which are most appropriately advertised by reason-why copy.

(1) Articles that are bought for business, agricultural or industrial purposes; such as machinery, office appliances, agricultural implements, tools, etc.

(2) Articles for building purposes; such as roofing, wall board, lumber, etc.

(3) Articles that are bought not for their own sake but as accessories, such as automobile tires, lubricants, rubber boots and shoes, etc.

(4) Articles in fields where competition is keen; such as automobiles, safety razors, dentifrices, etc.

(5) Articles bought for investment purposes; such

Digitized by Google

as stocks and bonds, real estate, advertising space, etc.

There are many other cases in which reason-why copy may be demanded by market conditions or by the particular class of buyers to be reached.

THE PROCESS OF DELIBERATION

Psychologists call reason-why copy "Long-circuit copy" because it involves deliberation and choice, which are functions of the higher centers of the brain. Response to it is slower than to human-interest copy.

Usually reason-why copy involves four processes which correspond closely to the functions of a sales appeal; the only difference, in fact, is that all of them are mental processes. They are as follows:

(1) The mind must recognize a need.

(2) It must see that the article advertised will supply it.

(3) It must recognize its superiority over competing articles.

(4) It must make a decision.

The merchandising situation of the article has much to do with the emphasis laid upon the different processes. In the case of a new invention or one that is not yet in general use, such as a business phonograph or dictaphone, or a new book—stress must be laid on the first and second processes. In the case of an article which is already needed and for which the need is recognized—such as automobile tires and typewriters—the third and fourth processes would receive greatest emphasis.

Most articles, in fact, pass through about the same advertising history, consisting of certain broad phases. The first phase is the educational, in which the adver-

Digitized by Google

tising copy tries to show people that this new type of article is one that they should have. The automobile, for example, had first to demonstrate its practicability. Advertising copy in the early days showed the automobile climbing Pike's Peak or descending the Capitol steps at Washington. The second stage is the more strictly competitive stage. People have discovered their need of an article and have become convinced of its practicability. It is necessary for them to recognize the merits of the individual article rather than of the type. There is frequently a still later stage or publicity stage in which the greatest stress is laid upon suggesting action.

One method of constructing a reason-why appeal that is complete in its processes is called the "predicament" method or formula. As its name implies, it begins by placing the reader in a predicament, which he may or may not actually have experienced, and then proceeds to extricate him from the difficulty by means of the article advertised. He is made to see himself confronted with the necessity of getting out a large number of letters with his regular stenographer ill or away on a vacation, and the others all busy. He finds the business phonograph is the only thing that can enable him to get his mail out on time. Or, the housewife is made to see herself confronted by unexpected guests for whom her regular marketing has not made provision. Canned soup or baked beans or potted ham gets her out of the difficulty. This predicament formula is applicable to many types of advertising. Frequently, of course, it involves the use of human interest in its appeal, but it is, nevertheless, to be considered as a type of reason-why copy.

Digitized by Google

ELIMINATING ALTERNATIVES

Since the important part of the work of reason-why copy is to make the reader choose the advertised article in preference to competitors, it might be thought that the end can be reached by the elimination of the alternatives. The danger in attacking competitors is that the purposes of the first two processes of deliberation may be defeated. Attacks on competitors often weaken confidence in the class as a whole. They make the reader think that he may be defrauded in his purchase and perhaps he had better get along without the article or any similar article. Moreover, copy attacking competitors is likely to violate the principle of emphasis, which demands that stress be laid upon the things that are important. A positive appeal is almost always more important than a negative warning.

Attacks on competitors may sometimes be used in the case of a type of article that is well established and habitually bought. Even here it is bad unless the elimination of alternatives leads to acceptance of the article advertised. If there are only two roads a man may follow, it is just as useful to warn him away from the wrong one as to direct him to the right one. Yet, even in religion, the appeal to do the right thing because of the hope of future reward has taken the place of a warning away from the wrong thing because of the fear of punishment. It is possible to attack the habit of drinking coffee if the avoidance of coffee leads to the substitute "Postum." When several new coffee substitutes have entered the field, this appeal may no longer be effective and any new coffee substitute would probably do well to lay most stress upon the positive benefits.

Digitized by Google

Similar principles apply to so-called "Substitute copy" where the advertiser warns the reader against imitations of his product. The buying habit must be strong before a warning against substitutes can be effective. In the case of an article bought but seldom, it is more profitable to show the need and to show that the article fills the need, than to concentrate upon the warning against imitations. "Beware of Imitations" is a weak form of reason-why copy. Even where the merchandising situation indicates that the greatest loss suffered by the article is a loss through substitutes or imitations, it is still wise to use a complete, positive appeal and insert the warning at the close as a part of the stimulus to action.

Drops of Prevention

Ward off disease by dropping a little Lysol in water used in washing, wherever there is the slightest danger of germs or infection.

Lysol should be used regularly in your household, as it is in practically every hospital in the country. Disease can scarcely enter a house guarded by the physician's favorite Antiseptic, Disinfectant and Germicide—

Lysol

Lysol is the standard antiseptic in maternity cases and is therefore safest for every day use. Five times more powerful as an antiseptic than carbolic acid; better in every way than dangerous bichloride of mercury tablets.

It is the ideal disinfectant for household and personal hygiene.

A small bottle lasts for months and is practical insurance against heavy medical bills, loss of health, and worse.

Three Sizes, 25c, 50c, $1.00
Sold by Druggists Everywhere

IMPORTANT—Be sure you get Lysol itself. It is put up in round bottles with the signature of Lehn & Fink on the label. Lysol is safe and will safeguard you; the imitations may not.

Helpful Booklet, "Home Hygiene," Mailed FREE

Send your name and address for the Lysol booklet. It is full of practical helps for preserving health. Address

Lehn & Fink, Manufacturing Chemists **120 William St., New York**

Subordination of the "substitute" appeal

NARROWING THE CHOICE

Reason-why copy always leads to a choice.

Digitized by Google

It is often helpful to narrow the choice to several types of articles sold by the advertiser. The personal salesman of books frequently gets the prospect to show a preference for one of several bindings, before the prospect has indicated any decision as to whether he will buy the book at all. Indeed he has made no decision, but by fixing his mind on the choice between different bindings he leaps over the other decision. Without knowing it, he has decided to buy the article. In the same way, an advertiser of cigars by mail may invite the reader to decide between two shapes of the same cigar. This is a simple choice and in making it the reader is led to choose the brand itself.

Instances might be multiplied where the reason-why copy apparently does not ask the reader to choose the type of article, but rather to choose between two or three forms of the same type—between shaving soap in the form of stick, powder or cream; between tires with plain, all-weather, or non-skidding treads.

The principle involved is the same in the case of reason-why copy that shows the "deadly parallel." It is, in a sense, a warning against substitutes. The advertiser places his article beside the unnamed articles bought as substitutes and asks to have an intelligent comparison made. The choice is narrowed to the advertiser's article and something so inferior that there can be no question of the decision.

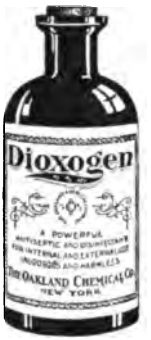
EVIDENCE

All reason-why copy should be based upon evidence, either stated or implied—preferably stated. Evidence is of three main types:

(1) Tests and guarantees;
(2) Testimony;
(3) Facts and figures.

Digitized by Google

H_2O_2
These Marks on the Pure and the Doubtful
LOOK OUT!



TAKE YOUR CHOICE

After Reading these Undeniable Facts

It's mighty serious work to fight infection. A pin prick may lead to blood poison. The scratch of a rusty nail may bring into your system the germs of deadly lock-jaw. A distinguished physician once said, "What medical men most desire in the remedies they use is effectiveness and reliability; in a word, confidence." The name DIOXOGEN spells confidence in Peroxide of Hydrogen; the uncertainty (a marked characteristic of ordinary Peroxide) has been eliminated.

If you have a bottle of Dioxogen handy, doubt and fear are replaced by confidence, confidence in the quality of the product and confidence in the work that it will do.

Dioxogen is the one reliable Peroxide of Hydrogen. You *may* be told that

Dioxogen

costs more than ordinary Peroxide (the kind that's sold because it's cheap), and that the substitute is "just as good." Is it? Here are the facts—take your choice.

Compare "ordinary peroxide" with Dioxogen

Ordinary cheap Peroxide—always contains Acetanilid to make it keep—Acetanilid is a questionable drug—so questionable that the law requires that its presence be noted on the label.

Dioxogen is pure Peroxide of Hydrogen. Contains no Acetanilid—Dioxogen keeps without it.

Ordinary Peroxide spoils quickly—Acetanilid is added to prevent this as much as possible, but it soon turns rank and bitter—you can tell it by the taste and smell. Acetanilid makes poor peroxide keep but it does not make it good. Without Acetanilid, ordinary peroxide would not keep long enough for the druggist to sell it.

Dioxogen never turns rank nor tastes bitter, no matter how old it is. Dioxogen will keep in open as well as closed bottles—never varies in uniformity and efficiency.

Ordinary Peroxide is of varying strength. Many are only half as strong as Dioxogen.

Dioxogen is stronger than any other Peroxide of Hydrogen commonly sold—25% stronger than required by the U. S. Standard. It is always of the same strength.

When you buy "just Peroxide" you have no knowledge of the efficiency of that particular bottle. It may be better or worse than others. You have no way of knowing unless, perchance, it fails to do what you depended on it to—and then it is too late.

The name *Dioxogen* is your guarantee. It means something; reputation and character are back of it—assets too valuable for any manufacturer to jeopardize. When you buy Dioxogen BY NAME you know you are always getting Dioxogen purity, strength and stability.

If you are a user of Peroxide and do not know about DIOXOGEN try it next time; ask for it, with confidence, by name. See that you get Dioxogen in a sealed container. You know now what to say if a cheap Peroxide is offered as a substitute.

THE OAKLAND CHEMICAL CO., 98 Front Street, New York -

Strong reason-why copy using the "deadly parallel"

Digitized by Google

The best kind of evidence is that which the reader himself supplies from his own experience and knowledge. Of almost equal value are tests that he can make himself, such as the litmus paper test for acid mouth in the case of Pebeco and the blow pipe test on white lead in the case of the National Lead Company. Even though the reader does not actually make the test, the advertiser's willingness gives him confidence in the article. The same thing is true of approval and money back offers or hard and fast guarantees played up in the copy.

Testimony, the second class of evidence, consists of the statement of those who have used the article and are in a position to speak of its merits. This type of evidence has lost much of its force for thinking people because of the fact that it has been used in connection with medical advertising of doubtful character and because testimonials are frequently given by people who have not used the article and are only trying to gain a little notoriety. The intrinsic value of the testimony that purports to come from actresses, baseball players, and people prominent in the amusement world is almost negligible. Such testimonials have weight, but it is frequently by their appeal to the emotion, rather than by their appeal to the reason.

The only kind of testimony that is really valuable in a strictly reason-why appeal is that which comes from people of unquestioned reputation for integrity, who are qualified to speak with authority. The testimony of architects and builders as to a certain type of furnace may do much to create confidence. It is best, of course, when the author of the testimonial is known personally or by reputation to a large percentage of prospective buyers.

Digitized by Google

The Significance of Performance

When 116 cars of the same make run 100 miles *all the way on low gear*—under all conditions of weather, including high temperatures, at lofty altitudes, over rough roads—

(116 stock Franklin sixes, in 116 different sections, performed this feat on September 24, 1914, without stopping, without special lubrication, attachments or adjustments of any kind, demonstrating the absolute superiority of Franklin direct-air-cooling.)

When 94 cars of the same make average 32.8 miles each on *one gallon of gasoline*, under all sorts of road and weather conditions—

(94 stock Franklin sixes in 94 different parts of the country did this in the National Economy test of May 1, 1914. By sworn records, one car ran 51 miles on one gallon, and the lowest record of the 94 was 17 miles, made through mud.)

When owners of cars of this same make show an average life per set of tires of more than 8000 miles in ordinary, every-day use—

(Actual records of Franklin owners covering a period of four years show an average mileage of 8996 per set of tires.)

When scientific tests show that of the power developed by the engine of this car 84.4% is transformed into motion and only 15.6 taken up by friction—

(This test was made by mechanical engineers at the Worcester Polytechnic Institute. There are six main points in a car where friction reduces power. Most cars lose more than 15% in the friction of the tires on the road alone. The Franklin delivers all but 15.6 of the power developed.)

When the experience of owners of this same car shows from 400 to 900 miles per gallon of lubricating oil—

(Even in the low gear run, under extreme and abnormal conditions, the average consumption for 100 miles by 116 cars was only 1.2 gallons. The average work done by the engine was equivalent to 336 miles at a speed of 42 miles per hour.)

When five such feats—any one of them remarkable in itself—are all performed by the *same* car, the *significance of the performance* to you, as a car buyer, is this:

The Franklin is an all-round car—proved at every point—power, efficiency, economy, etc.

The Franklin is presented to you on its performance—not on assertion or description—but on performance.

And the whole record goes back to the fundamental principles on which the Franklin organization has been at work for thirteen years—scientific light weight built around the direct-air-cooled engine. The basic advantages of direct-air-cooling are: (1) nothing to overheat in the hardest running, (2) nothing to freeze in winter, (3) the elimination of more than 100 unnecessary parts, (4) sheer engine efficiency and power.

The Franklin Six-Thirty, Five Passenger Sedan, 3045 Pounds, at $3[illegible]
[The Franklin Six-Thirty, Six Passenger Berlin, 3242 Pounds, at $4[illegible]
and the Six-Thirty, Two Passenger Coupe, 2890 Pounds, at $3[illegible]

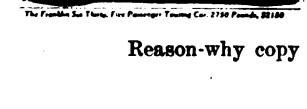
Light Weight

With no water, pump, radiator, piping, etc., weight is greatly reduced, not only in the engine but in the supporting parts as well. This brings economy in use of fuel and in wear on tires. Combined with this light weight is flexibility—resilient instead of jarring—which is not only the secret of riding comfort but also plays its part in economy by reducing road shocks.

There is only one Franklin chassis. But there are five styles of body including three enclosed types. Direct-air-cooling makes it practicable to run the Franklin, even in the coldest winter or the hottest summer weather, without the slightest cooling trouble. The enclosed Franklin cars therefore, with their double ventilation control, are particularly adapted for all-year-round use. In every particular of power, economy and efficiency they are identical with the open cars. The appointments are complete and designed for the discriminating.

Style and Comfort

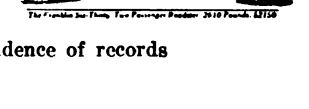
The style and comfort of the Franklin can be demonstrated by performance quite as well as the mechanical efficiency and economy. Simply ask the dealer in your city to show you the car. Then ask him to take you out on the roughest roads in your neighborhood. Then turn back once more to the written record of efficiency, power and economy. You will appreciate then that the sum total of the *performance* of this car has an important *significance* for you.



The Franklin Six-Thirty, Five Passenger Touring Car, 3150 Pounds, $3150

Send for booklet giving details of 100-mile low gear demonstration, and folder explaining the direct-air-cooling and the water-cooling systems.
(All prices f. o. b. Syracuse, New York.)

Franklin Automobile Co.
Syracuse, N. Y.



The Franklin Six-Thirty, Two Passenger Roadster, 2610 Pounds, $3150

Reason-why copy based on the evidence of records

Digitized by Google

The third kind of evidence is in the form of well authenticated records and statistics that may show the performance of the article under given conditions, the volume of sales for a given period, or the like. In advertising technical products, evidence of this form is particularly strong. Its lack of intrinsic interest, however, makes it less useful in general advertising and in advertising to women.

Whenever used such evidence should be absolutely specific. It would not do to say that one large company has the roofs of its buildings covered by our roofing. It would be better to say "The Bush Terminal Company has 3,100,000 square feet (70 acres) of our roofing." Sometimes facts and figures can be given interest, not only by being concrete, but by being expressed in terms of action. A cross-country endurance trip of an automobile might have something of more interest than miles covered, number of gallons of gasoline consumed and cost of repairs. It might show how the car plunged through mud up to the hubs, crossed wastes of desert sand and crept along the edge of towering cliffs until it reached its destination. This method is to be used with some caution. If the advertisement is simply trying to convince a few interested persons, it is usually better to stick to the conservative tabulation of figures.

DEDUCTIVE REASONING

Before the writer can actually begin the work of constructing a piece of reason-why copy, he should carefully analyze the proposition. He should pick out the talking points and the facts that ought to be most effective with his prospective buyers. When he has sifted them down to the few that can be placed in a single

Digitized by Google

piece of copy he is ready for the presentation of the argument. The two main orders of presentation are the deductive and the inductive.

The deductive order gives the main fact or assertion first and then backs it up with explanation, logical reasoning and evidence. "A Marvel of Simplicity," says the Fiat Car, and then gives the details of construction which prove its simplicity. "Insures Light in Emergency," "Cuts Tire Costs in Half," "Three Lamps for the Price of One." These are examples of headlines that indicate a deductive appeal.

The headline, if one is used, however, does not always take the form of a general assertion. The number of elementary truths that attract attention are somewhat limited and if they were used often, advertisements would be so much alike as to be hackneyed and unattractive. Often the headline is a question: "In 1918 What?"; "How may I tell what car to buy?" Sometimes it is an indirect assertion, "Why You Should Investigate," or a direct command, "Get the Personal Touch." Sometimes the headline is largely a human-interest appeal and the deductive method appears only in the body of the copy.

The deductive order is useful when the general appeal is one that is close to the reader's interests and capable of original phrasing. It has publicity value in that even the reader who gives it only a casual glance is likely to get the main idea and receive some impression that will be useful in future advertising, though the remainder of this particular advertisement is not read.

The danger of the deductive order is the danger of indulging in generalities that fail to arouse interest. There is a further danger in that writers are likely to

Digitized by Google

BARRETT SPECIFICATION ROOFS

No Maintenance Cost

An investigation into net roofing costs will promptly disclose the superiority of Barrett Specification Roofs. Their first cost is lower than that of any other permanent roof, and, as they require no painting or other care for upwards of twenty years, their maintenance cost is nil.

The Bush Terminal Company, with a total roof area of more than 70 acres (3,100,000 square feet) on their 181 buildings in Brooklyn, N. Y., illustrated below, studied the subject of roofing costs, and adopted this type of roofs. The Vice-President of the Bush Terminal Company writes:

> We use this kind of roofing because our experience has shown it to be the best and cheapest. Our analysis of first cost of application and cost of maintenance entitles us to speak with some measure of authority.

The roofing contractor states that the expense for maintenance of this entire roof area has been less than $10 and estimates that if metal or ready-made roofings had been used it would have been impossible to keep the buildings free from leaks, and that the painting bills alone up to date would probably have amounted to at least $50,000.

It is on such evidence as this that we base the statement that the maintenance cost of Barrett Specification Roofs is nothing per year—and the $10 exception "proves the rule."

A copy of The Barrett Specification free on request. Address our nearest office.

BARRETT MANUFACTURING COMPANY

Deductive reason-why copy

Digitized by Google

BARRETT SPECIFICATION ROOFS

A $10 repair bill on 70 acres of roof
—over a 16 year period

The Bush Terminal Buildings in Brooklyn, N. Y, extend a mile along the shore.

The net roof area of these buildings is 3,100,000 square feet—or more than 70 acres..

Every inch of this is roofed with Barrett materials —and, since 1897, when the first roof was covered, the cost of maintenance has been less than $10.00.

The Bush Terminal people write us:

> "We use this kind of roofing because our experience has shown it to be the best and cheapest. Our analysis of first cost of application and cost of maintenance entitles us to speak with some measure of authority."

The idea behind Barrett Specification Roofs is an old one, established by years of experience—namely, that coal tar pitch, tarred felt, and gravel or slag, when properly laid, make the best and most economical roof covering.

Architects, engineers and contractors know that, if The Barrett Specification is followed absolutely, the resulting roof will last longer and cost less than any other kind.

Copy of The Barrett Specification with tracing ready for incorporation in your building plans sent free on request. Address our nearest office.

BARRETT MANUFACTURING COMPANY

Inductive reason-why copy

Digitized by Google

follow the general assertion with a mere list of *because*s, disconnected and monotonous. A list of reasons to support a general assertion is usually a weak method. If it is used the word *because* should not be tacked on at the beginning of each reason for the word is not deserving of this emphasis.

The deductive appeal, however, is usually good for newspaper copy and for copy in other publications reaching a wide class of readers.

INDUCTIVE APPEAL

The inductive appeal begins with a concrete fact or bit of evidence and from this proceeds to the general assertion or conclusion. The concrete fact may be a big one—one that almost implies a conclusion. A good instance of this is the Reo advertisement which reads: "$200 Buried." It begins with this concrete statement and then shows how the buyer benefits by this extra $200 spent on details of construction that are not apparent to the eye. On the other hand, the concrete fact may be a small one as "There is no gear lever in the new Haynes Car," or, "Our average profit is $2.90 per tire." It may simply be a suggestion of the particular piece of evidence, as "Cambridge's Experience with Tarvia" or "A Million Dollars' Worth of Harley-Davidsons in the Government Service."

It is obvious that in most cases inductive copy has little publicity value. It has to be read completely before the argument can have much weight. It is not to be recommended, therefore, in most cases of newspaper advertising or in cases where the message is to be impressed upon a large number. It is advisable for advertisements in business and technical publications

Digitized by Google

where readers are picked and in advertisements where it is more important to convince a few people than it is to make a slight impression upon a much larger number.

The example on page 199 represents a piece of inductive copy based upon the same material as the advertisement on page 198, which is a deductive appeal. In this case the inductive appeal is the more effective. The evidence has sufficient interest in itself to attract readers, because of the prominence of the concern and the exactness of the figures. The general claims, on the other hand, are such as might be made by almost any other roofing manufacturer and are not convincing until the evidence has been read.

POINT OF VIEW

So far, we have considered the reason-why copy as if it were in the form of abstract argument. This is not always the case, though it is most typical. Reason-why copy may be presented in the first person where the advertiser himself tells his story.

This first person method has the tone of realism and usually creates a good deal of confidence. Its only danger is that of appearing egotistical. Even though it is written in the first person the reader's interest must always be kept foremost. It should have the "You" attitude.

A great deal of reason-why copy is written from the second person point of view. Examples of this are numerous in the preceding pages.

The abstract third person method has already been dealt with. Occasionally an advertisement is written in which an article is personified. This is most fre-

Digitized by Google

quently done when the evidence is one of records that the article has made.

STYLE AND TONE

When we speak of reason-why copy as argumentative, it must not be taken to imply that it must be aggressive or dominating. As a matter of fact, in a large number of cases it is. The selling attitude leads to aggressiveness. Reason-why copy in the minds of many people is composed of short, snappy sentences like those of a Brisbane editorial. For the average person and the average article, this tone is useful.

Some classes of people, however, cannot be successfully appealed to in that way. They do not wish to be bullied or exhorted. In appealing to such classes it is better to use the insinuating or persuasive tone. The advertiser merely states the facts and allows the reader to draw his own conclusions.

There are all varieties of tone from the cheap claptrap to the ultra dignified and reserved. It is nearly always safe to adopt a tone that is somewhere between the two extremes—simple, sincere, and forceful, without being noisy or over-emphatic.

Successful reason-why copy has refuted the claim that a long advertisement will not be read. A long advertisement will be read provided it is made interesting to the reader and contains real selling arguments. If the purpose of the advertisement is to convince, it usually requires some length. Deliberation takes time and if the reader is to deliberate the writer may well go along with him and help him deliberate so as to be sure he will reach the right conclusion. In some business magazines multi-page advertisements—in some cases reaching eight pages—have been proved suc-

Digitized by Google

cessful. A man who is genuinely interested will read them and he, of course, is the man who is the best prospect. But the copy must be sincere, must be vital, and must contain not merely words but facts.

Digitized by Google

CHAPTER XVII

HUMAN-INTEREST COPY

Its purposes and methods — How suggestion works — When human-interest copy is appropriate — Direct appeals to the senses — Imitation — Direct appeals to the emotions — Dramatic form — The story form — Sentiment and sentimentality — Negative appeals — Atmosphere.

ITS PURPOSES AND METHODS

HUMAN-INTEREST Copy, or "Short Circuit Copy" as psychologists call it, makes its chief appeal to the senses or emotions of the reader, with the object of arousing desire for the article advertised. Response to it is usually instinctive rather than reasoned, and consequently depends largely upon suggestion—very little upon deliberation.

In view of these facts it is natural that human-interest advertisements depend more upon illustration and other elements of display than upon the copy itself. Frequently the copy plays but a small part. It is not in any case unimportant, for however brief it is, it should have some human-interest quality and harmonize with the display.

It may be noted here that all copy has some human interest, whether intentional or unintentional, for all symbols—words as well as colors and forms—have their associations as well as their definite meaning. Even so simple a thing as the name of a person calls to the mind of the reader some individual of that name

Digitized by Google

he has known in his experience and the word is unconsciously colored by his impression of the individual. Anna, Grace, Margaret, Helen, Charles and Henry each brings up its associations from past experience, usually with a feeling of like or dislike. That is why the writers of romance choose unusual names for their heroes and heroines in order that the reader may not be distracted by impressions of every day people he has known.

This simple instance shows how important it is that the writer of any advertising appeal should heed the suggestion or connotation of the symbols he uses even though he is writing an appeal to the intellect or reason. A reason-why advertisement for tailored clothing tried to enforce its argument that clothes should be individual by proving that each man is different from all others. Its headline read "Down to Your Thumb Prints." There was no intention of suggesting criminals, yet those who are familiar with the Bertillon system of thumb prints would associate criminals with the clothes and thus be drawn away from the real message of the advertisement. It was good reason-why spoiled by an unfortunate human-interest association.

The writer must constantly be on his guard against elements in the display or copy that will distract the reader from the message to be conveyed, or associate some unpleasant idea with his impression. In the writing of reason-why copy, however, he has merely to guard against unintentional bad suggestion. In writing human-interest copy he is attempting to secure intentional good suggestion. He is trying to arouse desire for his article by associating with it pleasant and relevant ideas that will make people instinctively desire its possession.

Digitized by Google

HOW SUGGESTION WORKS

We may conveniently look upon suggestion as a method of causing the reader to see a complete image by giving him a part of it. The remainder he constructs from his imagination, based on his past experience. It is as if we had a circle with a small segment omitted, or even segments. The eye would leap the gaps and would see the circle as a complete unbroken whole.

This method of suggestion has been effectively used in advertising illustrations by Coles Phillips and others. Their shadow drawings do not show complete figures. They merely give us some lines and from our knowledge of the human form we have no difficulty in supplying the rest. In the same way we can take a common maxim and repeat the first part of it: "All's Well," "Never too Late," "A Stitch in Time," and so on. The mind supplies the rest. In a story it is not always necessary to give the ending. A slight turn in the direction of the solution is enough for the reader.

There are many ways in which this method of associating ideas is used in advertising copy. Frequently an old adage or maxim is paraphrased, such as "A Tube in Time Saved Mine" or "A Miss is as Good as her Smile." These give no appeal to the reason. They do, however, have some emotional effect; first by their appeal to the sense of humor, and second by the fact that they associate with the article things that are old and true, so that unconsciously the reader is led to believe in the truth of the advertiser and his message.

Another method of using suggestion was shown by the advertisers of Wilson Whiskey during President

Digitized by Google

Wilson's Campaign of 1912. The copy was brief and contained such statements as the following: "Long Live Wilson and so will you if you drink Wilson from the bottle which won't refill." The value of this came first from associating the name of the whiskey with the name of a prominent and popular man and second from the fact that it suggested the value of Wilson Whiskey by showing that it had to be protected. It suggested that care had to be taken to protect it from substitution or adulteration. There was no proof, no reasoning, but instead of this long process there was a suggestion that made the mind leap the gap and reach the conclusion that Wilson Whiskey must be good.

An even more powerful kind of suggestion is that given us by the words and acts of other persons. We see a person doing a thing and there is a natural tendency on our part to follow suit. One man in a street car yawns and soon everybody is yawning. One man stands in the street and gazes up at the top of a high building. A crowd collects with each man craning his neck. The suggestion given by an action is, of course, stronger than that given by words. Consequently, this method lends itself to pictorial advertising better than to all-copy advertising. Articles such as Arrow Collars and Cluett Shirts depend largely on it. The suggestion, of course, is strongest when the person pictured is one whom we admire. For that reason the persons pictured as wearing advertised brands of ready-made clothes, shirts, etc., are usually engaged in the activities of the leisure classes, even though these brands might not actually be worn by such persons on such occasions. Sometimes a prominent person, such as Mrs. Castle or John McGraw, is shown using or wearing the article in question.

Digitized by Google

This method, as has been said, is not so successful in the copy proper as it is in the illustrations. It is used, nevertheless, by naming the article after some prominent individual, as "Mary Garden Perfume," "Lillian Russell Face Cream," and the "Castle Pump." It is also used by giving testimonials and indorsements from prominent persons, especially in the field of sport.

These are only a few of the ways in which suggestion is used in human-interest copy to arouse a buying impulse. In all cases, however, the idea is to take advantage of some well-worn channel of thought and start the reader along, confident that he will reach the conclusion.

WHEN HUMAN-INTEREST COPY IS APPROPRIATE

It is necessary here to give some brief classification of the propositions for which human-interest copy is appropriate. The fact that suggestion depends upon experience indicates that it is not likely to be used in advertisements about new and unfamiliar articles. Some human interest may be necessary to arouse desire, but desire alone is not enough. All the sales functions need to be accomplished in such articles, though part of them may be accomplished by salesmen. Even in such cases, if the article will be bought finally because of deliberation, it is generally advisable to start deliberation by means of the copy.

On the other hand, articles that are bought because of desire alone—that is, luxuries and articles that appeal to the senses primarily—may generally use human-interest copy. The following classification indicates articles for which human-interest copy is suitable.

(1) Articles for personal use, especially for adorn-

Digitized by Google

ment or the improvement of one's appearance, such as toilet articles, jewelry, clothing accessories, etc.

(2) Articles for family use that contribute to the enjoyment of life, such as musical instruments, toys, and the like.

(3) Articles that contribute to the personal safety or longer life of the individual or members of his family, such as insurance, safety devices, revolvers, etc.

(4) Most foods and drinks and smoking materials, especially those bought for enjoyment rather than for nourishment, such as candy, beer and liquors, ginger ale, grape juice, tobacco and cigarettes.

(5) Articles bought frequently as gifts, such as silverware, books and flowers.

Price is frequently a factor in determining whether the appeal shall be to the reason or to the emotion. Articles of small price can be sold usually by human interest. The method, however, that is good for chewing gum, soap and tobacco is not so good for automobiles, pianos and furniture. A still further factor is the class of readers. All persons can be reached by an appeal to the emotions, but it is far easier in the case of women than of men and is difficult in the case of business men and farmers. Again, the article that is dominant in its field can better afford to use the human-interest appeal than can the article that is a relatively small and unimportant competitor.

DIRECT APPEALS TO THE SENSES

The simplest, though by no means the easiest, of human interest appeals is the direct appeal to the senses. This almost always involves the use of illustration. It is difficult by means of words alone to suggest to the reader the taste or sound or smell of an article, and of

Digitized by Google

course in making him imagine the appearance, the illustration is one hundred times as effective as words. The English vocabulary contains so few words that directly describe sensations that it is usually necessary to resort to more indirect methods.

If a direct appeal to the senses is used, it must be absolutely direct and concrete. Vague, general words such as *pleasant, delightful, delicious,* and the like have no human-interest value. They have been used so often they are worn out, and moreover they are too vague to convey a definite impression. The writer should try to pick out the distinguishing superiority of his article that will appeal to the senses, and suggest this by an exact and concrete description. He should also picture the article from the standpoint of the user. Only in this way can he bring the article to the reader's actual or imagined experience.

The following example will illustrate:

WOULD N'T YOU LIKE A SOAP WITH THE REAL FRAGRANCE OF VIOLETS?

The delicate perfume of the fresh, sweet violets, so real you can close your eyes and fairly believe you are smelling the fresh-cut flowers themselves—this is the toilet delight awaiting you in Jergen's Violet Glycerine Soap!

And we have caught this real violet fragrance in a soap so clear you can see through it—the color of the violet leaf, a beautiful translucent green.

"Freshen-up" with it to-night!

See what a sense of dainty cleanliness it brings you, what an exquisitely fresh fragrance it imparts to your skin and hair.

Any water, anywhere, releases its delicate perfume and makes an instant lather—soft, white and plentiful.

Digitized by Google

The following examples will illustrate wrong methods of making a sense appeal:

The New, Delicious and Really Nutritious Candy

MELLAMALT

CONFECTIONS

The product of a new candy-making formula that provides health-giving qualities in addition to rare deliciousness.

You can't eat too many of them—because no harmful ingredients are used. Nothing else in them but pure cream, sugar, nuts, pure fruit flavoring and delicious concentrated extract of malt—acknowledged by physicians to possess highest nutritive value.

Wiser Than Her Grandmother

Grandmother believed heavy meats and pastries were necessary for active, vigorous girls.

Granddaughter knows that her happy face—her springing walk—her gay spirits—all are caused by wholesome, energy-building sugar.

Each day granddaughter eats

MORSE'S MILK CHOCOLATE CREAMS

In the one case the copy emphasizes the fact that the candy contains malt. To the average mind malt is medicinal and therefore incongruous with the taste of candy. In fact, most people would not care to eat candy that contains malt. The other case gives an unfortunate suggestion to people who respect their grandparents—and respect for the aged is a characteristic of the race. In general, a sense appeal must contain no ideas that are irrelevant or incongruous to the average person's conception of the article, nor should they

Digitized by Google

awaken emotions of a negative kind that would counteract the positive desire that is being created.

Many grape juice advertisements have made the mistake of associating the unpleasant ideas of alcoholics with their product, as for example in the advertisement which begins as follows: "Take a Joy Ride with Me. No Gray Dawn of the Morning After for people who drink Armour's Grape Juice." Unless the appeal were made mainly to people who were in the habit of drinking wines and beer, which obviously is not the case, the suggestion of such a beginning would be unfortunate and would interfere with the taste appeal of the copy.

Another danger to be avoided in sense appeals is that of making them so vivid that they are disgusting. The most conspicuous example of this in recent years was the chewing gum advertisement which read "Click go the teeth. Out trickles the delicious juice of Wrigley's Spearmint Gum." The appeal was constructed along the right lines but the image created would antagonize any normal person.

It is also well to avoid associating an article to be used by refined persons with a person of the lower classes or with an animal. An advertisement that shows a hobo picking up a cigar butt, and saying "I find Prince Charley's Cigars excellent" does not sell them to discriminating smokers.

In similes, likewise, it is well to avoid comparisons with persons or conditions for which there can be no feeling of respect. "Make Your Breath as Sweet as a Cow's Breath" does not constitute an effective appeal for chewing gum. An image must be more than merely vivid and concrete. It must be pleasurable and reasonably close to the reader's experience.

Digitized by Google

A direct sense appeal does not always mean a direct description of the article. It may be a description of the process by which the article is made or the conditions that surround it. We may get a desire for a certain brand of milk by learning that it comes from "contented cows grazing in green pastures." We may want a breakfast food more because we learn that "no human hands touch it" before our own. These appeals are incidentally reason appeals. Primarily, however, they stimulate desire through the senses. The following piece of copy is an interesting if somewhat exaggerated example of this type of appeal.

WE PICK THEM AT SUNRISE

Red-ripe solid Jersey tomatoes with the dew standing on them, and flashing out among the vines.

The fruit at that hour is cold and firm. When you open it the juice glistens temptingly; and the delicious flavor is like nothing else in the world.

That is what you get in

CAMPBELL'S TOMATO SOUP

We make these perfect tomatoes into soup the day they are picked. The Campbell process retains all their native quality and freshness and their delightful aroma.

All the other ingredients are equally choice and tempting. And our exclusive blending-formula produces a result so inviting and so wholesome that experts agree in classing Campbell's as the standard perfect tomato soup.

Wouldn't your family enjoy it to-day?

IMITATION

A more indirect sense appeal, but frequently effective, is made by showing some one enjoying the article. Thus, we see a child licking the peanut butter from a

Digitized by Google

THE highest ideal of fastidious lovers of rich confections—is realized in *Liggett's Chocolates.* The craving for *more* lingers—because their irresistible charm of flavor is never forgotten That's why they are "The sweetest story ever told"

Liggett's Chocolates are not sold everywhere—but by select shops —— The leading druggists of 4000 towns and cities in United States & Canada

The Rexall Stores

If there is no Rexall Store where you live, remit us $1.00 and we will send you a pound box, delivery charges prepaid, anywhere in the United States or Canada. Send us 10c—stamps or silver—and we will mail you a dainty trial package

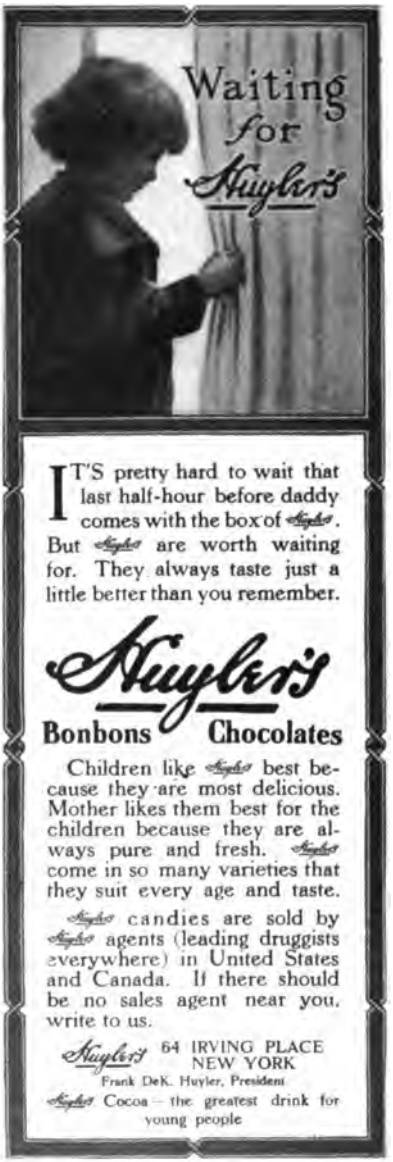
Pounds 80c and $1 00 *Liggett, Boston, Mass.*

Exaggerated and absurd in every respect. Makes no sense appeal

Digitized by Google

slice of bread, a family gathered around a pianola or a talking machine in attitudes of eager attention, a man smiling as he puffs at his cigar. We imagine their pleasure and want to share it. As has been remarked earlier, the persons pictured must be of the kind we wish to imitate, otherwise the advertisement not only does not give us a buying impulse but may give us an actual aversion to the article.

What is equally important, the character illustrated must exercise reasonable restraint. Usually it does not please us to see a young woman eating chocolates with too vivid an expression of pleasure, and although it may be attractive to see her displaying her hosiery to the knee, it is likely to antagonize a refined woman and make her feel that that particular brand of



Appeal by suggestion (used in children's magazine)

Digitized by Google

hosiery is not worn by really nice women. The great success of McCallum Hosiery advertising has been due to its restraint. There is never any lengthy display of limb and usually there is not actually descriptive copy except of an informative kind.

The advertisements on pages 214 and 215 illustrate the difference between an unrestrained appeal which repels by its exaggeration and absurdity, and a restrained appeal which suggests more than it says.

It will be noticed that the second appeal shows a child as the subject. In taste appeals it is usually safest to feature children. Even though they are shown keenly enjoying their peanut butter, jam, grape juice or candy, their physical pleasure is not offensive, even to refined people.

Few articles can be advertised entirely by a sense appeal. Usually the human-interest appeal is directed to the emotions. Curiosity, ambition, love and pride are among the strongest emotions and those most commonly appealed to. Fear is even stronger, but is dangerous except in the case of articles bought for protection and the like.

Emotional appeals frequently are made through the senses. In fact, it is difficult to distinguish sometimes between a sense appeal and an emotional appeal. The advertising of musical instruments usually blends the two and it is hard to say where the sound of the instrument leaves off and the joy or pathos of its effect begins.

DIRECT APPEALS TO THE EMOTIONS

The simplest type of direct appeal to the emotions is that known as the inspirational type and used for correspondence school courses and the like. The reader

Digitized by Google

is addressed as "You" and is exhorted to get out of the rut and become a trained man. He is reminded of his duty to himself, his parents, or his family. He is reminded of his need of increased pay and shown the way to get it. By these and an infinite variety of other appeals to ambition, love, pride or acquisitiveness he is made to desire the education, the set of books, or the article, whatever it may be.

In such appeals it is necessary to put the reader in a familiar situation or one which it is natural to imagine —such situations as counting the contents of the pay envelope, figuring expenses, seeing another person promoted, or the like. In the case of the business man it is likely to be perplexity over some difficult problem; in the case of a woman, the discomfort and inconvenience of sweeping or washing clothes by old methods, etc. In any case the headline must be concrete and strike a responsive chord in those who are sought as buyers.

This direct appeal is capable of many uses but it has to be carefully handled. One of the chief dangers is that it may easily have the suggestion of preaching and it is human nature to resent advice gratuitously offered.

DRAMATIC FORM

Because of the general aversion to preaching, the dramatic form is sometimes a safer method than the direct appeal. Here the advertisement becomes a monolog by some pictured or otherwise visualized character. Exhortation or advice is given by him, not by the writer, and is therefore less likely to offend. Moreover the use of this character has greater realism and a stronger personality. It gives a chance for col-

Digitized by Google

loquial language such as might be used in ordinary conversation.

The monolog should begin with a tense moment or a crucial situation in the life of the person addressed. It must be absolutely concrete. Such a beginning as "It is a great opportunity" or "Here is your chance" is not strong enough. The best headline is usually in the form of a question or answer to an unspoken question of the reader. The advertisement on page 219 illustrates an effective method of writing monolog copy.

The dialog is only a minor variation of the monolog and the same general principles apply to it. It is hard to handle effectively, however, because it has greater tendency toward length. There is a temptation also to have opposing views presented and although the interests of the advertiser ultimately triumph in the copy, there is a chance that the argument of the other side may prevail with the reader. Dialog heightens the reality by giving more of the flesh and blood quality to the characters. It is especially good in appeals to sentiment.

THE STORY FORM

The story form is one of the safest and most widely useful of all human interest appeals. It is written in much the same way as the stories in the magazines but instead of beginning with the most important facts about the article it begins logically with the incident that set the story in motion. Instead of saying "This is the story of a man who got a higher position because of his correspondence school training," it begins "'You are wanted in the Board Room.' This is the message that Bert Williams received, etc." It is not

Digitized by Google

The monolog form gives human interest to a reason-why story

Digitized by Google

until later that the reader is told why Williams was called before the Board of Directors and made treasurer of the company. In rare cases it is effective to tell the purpose of the story first.

In such a story as this the facts stated must be absolutely credible. If they are true, so much the better, but at least they must appear true, and as a rule this is impossible unless they are founded upon truth.

SENTIMENT AND SENTIMENTALITY

In all human-interest appeals it is necessary to recognize the difference between sentiment and sentimentality. Sentimentality means an attempt to arouse emotion without an adequate cause. It is easy to make human-interest copy slushy, mushy and ineffective. Readers do not care to read an advertisement that is full of extravagant praises of a product, even though they are represented as coming from the lips of some third person, nor do they feel sympathetic with the monolog artist when he expresses himself in the following impassioned way:

> And Betty! When the last note ends as softly as a falling rose leaf, Betty sits there with her dear little head drooped, her face flushed and rosy, the most splendid dewy moisture in her eyes, and she just wants to put her head on my shoulder, and I know it and I 'm King. I say it gently, "Betty, come here," and without a word she comes. She cuddles on my big awkward knees and her head slips into that place on my shoulder, and all I can say is, "Oh, my dear. My very, very, very dearest dear."

There is a place for sentiment in copy. Every one knows that buying is most common before the Christ-

Digitized by Google

The "Bulldog"

HERE is how a good thing will force its way to the front. For a long time there was only one "Bulldog" Gillette Razor in existence. Then there were two, then seven, and now everybody wants one.

The first "Bulldog" was designed for the Chief of the Company to meet his desire for a *stocky bulldog handle.* He liked it at once. Said it shaved better—new grip and balance—gives more weight and swing to the stroke.

Other members of the organization adopted the "Bulldog": it was evident that the extra weight and different balance are *fundamental.*

Then men everywhere were given a chance at the "Bulldog". They saw the point instantly. Result, the most widespread and immediate success of any new model ever put out by the Gillette Company.

It is making thousands of new friends for the Gillette and regular users are finding it well worth while to buy the new "Bulldog."

Contained in an oval case of Gray Antique Leather, with Blade Boxes to match, containing 12 double-edged Gillette Blades (*24 shaving edges*). With Triple Silver plated Razor, $5.00; with Gold plated Razor, $6.00. See the "Bulldog" at your Gillette dealer's anywhere.

GILLETTE SAFETY RAZOR COMPANY, BOSTON

The story is well told but would be helped by the use of a more interesting illustration

Digitized by Google

mas holidays and that a large percentage of the purchases for the family throughout the year are made on sentiment. But there is no room for sentimentality. It may be added that the nature of suggestion itself indicates that in every appeal there is much that may be left unsaid.

NEGATIVE APPEALS

Writers have been warned so generally against the use of a negative appeal that it is more necessary to give a defense of it here than to repeat the reasons why it should not be used.

It is true that the buying impulse is not commonly associated with unpleasant feelings. Certainly no one would buy a cedar chest because he was reminded of Samuel Rogers' pathetic Ginevra story. On the other hand, many articles are bought only because they will protect, and protection implies there is some danger to be guarded against.

In selling sprinkler systems and other forms of fire prevention, the appeal to the sense of fear is often necessary. It may easily be overdone, but if handled with care should prove effective. The example on page 223 will illustrate the effective use of an appeal to the sense of fear.

In this case we have the direct appeal to the emotions by exhortation; on page 58 we have the unusual example of copy in the form of a plea, or prayer.

ATMOSPHERE

Most human-interest copy gains its force not from a direct appeal of any kind, but from the association of ideas and these so vague as to be difficult of analysis. In speaking of such copy we find it convenient some-

Digitized by Google

Save The Lives of Little Children from Holocausts like Binghamton

Merchants, Manufacturers, Parents, Public Officials:—
Consider This One Absolute Fire Prevention

WHENEVER your child goes into a school building, store or factory—remember that water is the one absolute fire-proofing. Whenever you go into a theatre, "movie" show, or steamboat, or lie down in a hotel to sleep—remember that water is the one absolute fire-proofing.

And, merchants and manufacturers, whenever you send hundreds of human lives into great buildings to work—remember that water is the one absolute fire-proofing. Then remember that

The Grinnell Sprinkler System automatically surrounds every fire with a drenching spray of water, putting it out instantly.

Remember that it watches over every inch of a building, with sleepless eyes and tireless vigil—that it finds fire, puts it out and gives an alarm of fire—all at the same moment.

Remember the 145 working girls burned to death in the New York Triangle Waist Fire.

Remember the 176 little children burned to death in the Collinwood School Fire.

Remember the 786 pleasure seekers burned to death in the Iroquois Theatre.

Remember the 847 mothers and children burned to death on the steamer General Slocum.

Remember the Binghamton horror, where 31 girls were burned alive.

These holocausts never would have happened had the Grinnell Automatic Sprinkler System been there, waiting and ready to drown the first little tongue of flame. Out of the 36,539 fires which the Grinnell System has extinguished not a life was lost.

GRINNELL AUTOMATIC SPRINKLERS

reduce fire danger 96 1/2%. Because of this curtailing of fire danger to almost nothing, Insurance Companies are glad to reduce your fire premiums 40 to 90%. This large decrease pays for the Grinnell System in three to seven years. After it has paid for itself, the premium reduction continues. It is a profit of 15 to 50% on the cost of installation.

Therefore Building Owners Actually Get Paid For Saving the Lives of Little Children From Holocausts Like Binghamton

GENERAL FIRE EXTINGUISHER COMPANY

277 WEST EXCHANGE STREET, PROVIDENCE, R. I.
Branches in 25 Leading Cities of U. S. and Canada

FIND OUT *YOUR* PROFIT FROM GRINNELLS

BY FILLING OUT THIS BLANK AND SENDING IT TO US—NO OBLIGATION ENTAILED

Information given us will be held strictly confidential

Total floor area of building to be sprinklered (including basement) ____
Proximity of City Water Mains ____ *Size of Mains* ____
Nature of Business ____
Insurance Carried in Buildings ____ *Rate* ____
Insurance Carried on Stock ____ ____ *Rate* ____
Signed ____
Address ____

WHAT THE GRINNELL AUTOMATIC SPRINKLER IS

A system of overhead piping on which ingenious mechanisms, called sprinkler "heads," are placed at intervals. When the temperature under any head gets unusually warm, the head automatically *opens*, releasing a powerful, drenching spray of water on the fire, and sends in a fire alarm. Makes the fire *commit suicide* before it has the slightest chance to spread.

Justifiable use of an appeal to the sense of fear

Digitized by Google

$2175

T-head motor 4x5½
40-65 H. P.
All moving parts enclosed.
Electric Starter and Horn.
Left drive, center control.
Bosch Magneto.
132-inch wheel base.

The Ruler of a Kingdom

The man who sits at the steering wheel of his new Chalmers "Six," rules an empire. Here within reach of his arm is a little world all his own. Power, speed, endurance—the forces that make for change and enjoyment—are under the sway of his scepter.

Let's Take a Day Off

Don't you feel like cutting the traces and getting away to the hills? Let's strike out—what do you say?

Push the switch of the electric starter. There—the engine is running with scarcely a sound. It's the silent Entz starter—the best yet—it never fails.

Floating Away Like a Swan

Close your eyes now as we let in the clutch and see if you can tell when we start. This new clutch is a wonder. It grips so firmly, yet so gently, that we move away with the silent grace of the swan.

Notice how flexible the power—mounting quickly to 20, 30, 40 miles an hour. Now we throttle it down to a crawl, without shifting gears.

This wondrous flexibility is in the motor itself. There's no need to resort to cumbersome double gearing.

Easy Chair Comfort

Have you noticed that you don't feel the vibration you do in most cars? The six cylinders of this Master Motor give an unbroken stream of power. So there's a smoothness impossible in any "four"; a lack of vibration that adds years to the life of the car.

The new "Six" costs but little more than a "four" at the start and a lot less in the end.

A Little Friend In Need

Try to stall this motor once. Throttle it down to a snail's pace—run it into that deep sand ahead.

It's no use—this motor is unstallable. Even should the gas be cut off accidentally, the electric starter—always on duty—keeps the motor running. It can never "go dead" in a crowd or on a crossing.

Beauty That Has Utility

Don't shrink as we run through this stretch of mud. Those graceful oval fenders sit so close not a drop of mud can reach you. The extra wide doors fit like a watch case. The long underslung springs cushion the bumps of the roughest road.

Left hand drive and center control leaves room to enter on either side.

Put This Car To The Test

Let our dealer take you out on our Standard Test Ride. It is our way of proving to you that this car will do things no other car will do.

But first write for our literature. Get all the facts.

Roadster . . .	$2175	Six Passenger . .	$2275
Four Passenger . .	2175	Coupe	2850
Five Passenger . .	2175	Limousine	3000

Wire wheels $80 extra (five)
All bodies interchangeable

Chalmers Motor Company, Detroit

Human interest makes the reason-why argument more effective

Digitized by Google

times to designate it as copy with atmosphere. Silverware, for example, is surrounded with an atmosphere of refinement, of antiquity, or even of definite periods of art. A great many of the articles sold to women, especially through the high priced publications are made attractive because of the atmosphere in the display and copy.

The chapters on display in this volume will consider the suggestion given by colors, shapes, historic ornament and the like. In the copy the suggestion is ordinarily that of the individual words and will be considered in the chapter on words.

It is human interest of this kind that most frequently appears in reason-why copy and the element of human interest is always a force that strengthens the power of such copy. One of the most valuable opportunities for this combination of reason-why with human interest is found in the advertising of automobiles. The example on page 224 will illustrate.

Digitized by Google

CHAPTER XVIII

SMALLER UNITS OF ADVERTISING COPY

Technique in advertising copy — Good use — Adaptation to the reader — Exactness — Suggestion — Sound — Tone color — Atmosphere — Coined words — Sentence unity — Sentence coherence — Sentence emphasis — Paragraphs.

TECHNIQUE IN ADVERTISING COPY

RIGHT thinking is the most essential thing in writing advertising copy. The choice of method and the organization and construction have more to do with the success of an advertisement than matters of technique. Numerous cases can be cited, nevertheless, where two pieces of copy alike in conception and general construction, and used under similar conditions, differed fifty to one hundred per cent. in resultfulness. The differences were mainly in sentence structure and diction. Obviously, technique is important. In the smallest unit of all, the word, often lies the difference between an insipid communication and a vital appeal.

The smaller units of composition—especially the word and sentence—are best studied in revision. The writer should not give too much thought to them while in the throes of construction. If he does, he will hesitate and flounder and the result will be labored. He should have at his command a broad vocabulary and a thorough knowledge of the principles of effective sentence structure. When actually writing he should focus his attention upon his message and the person

Digitized by Google

to whom he would transmit it. Afterwards, he can go over his work to see its errors and obscurities—to see where transposition would add force, where the change of a word would brighten up a dull passage. He can then revise it for greater effectiveness and incidentally gain power for his next attempt.

It is necessary here to give some principles of diction, sentence structure and paragraphing. They are much the same for copy as for other fields of composition, but have certain differences. Matters of technique, moreover, need to be reviewed constantly, even by experienced writers.

The word is the smallest unit of composition and should therefore be considered first, even though the sentence is more logically the unit of thought. The word is a symbol. It represents an image or conception, just as a sign in a signal code does. It is valueless except there be a community of understanding between the writer and reader. Unless a word represents the same thing to both of them, it cannot convey the message intended.

GOOD USE

The first requirement of words, therefore, is that they should be in good use. Good use is the acceptance of a word or expression by the majority of authorities. In the case of literary composition these authorities are writers and speakers whose position and reputation are unquestionable. In advertising copy the standard is somewhat broader. It includes the majority of the reading public. Good use is crystallized in the dictionary and in the textbooks on rhetoric. These, however, lag a little behind actual good use. The writer of literature is content to lag

Digitized by Google

behind with them. The writer of advertisements, however, is entitled to more liberty and takes it. Sometimes he is in advance of the standard of good use; rarely is he behind it. If his words and phrases are understood and accepted as correct by the majority of readers they are good.

The ordinary requirements of good use are that a word should be present, national, and reputable. Language continually changes. Words that were commonly accepted yesterday may be obsolete to-day; such as *yclept, charger* and *yore.* The copywriter must avoid these and even such words as *smite, steed* and *aver.* His language must be up-to-date; it must contain only words that the average man understands and uses. On the other hand, he must generally avoid slang—such words as *cinch, con, dub,* etc. Even though they are frequently used by the man of the street, they are limited to a temporary existence. Frequently the man who uses them holds them in contempt.

In the same way the writer of advertising copy should avoid French or other foreign words that have not been Anglicized, words that are peculiar to certain localities only, and words that are vulgar corruptions of good English words, such as, *alright, orate,* and *pants.* Naturally he must see that the words he uses are in the accepted sense. He must not confuse *affect* with *effect, suspect* with *expect, accept* with *except,* etc.

It may be felt that the advertisement writer has to work within narrow limits and that his ideas are likely to be cramped and confined. To a certain extent this is true. It should be remembered, however, that advertising is not primarily an educational pastime; it is judged by results. The reader must receive the mes-

Digitized by Google

sage if he is to respond, and receive it without having his attention distracted by the medium. The words and sentences should be transparent. Most ideas can be conveyed by words that are neither too new or too old—English words of general acceptance throughout the country.

It is almost an axiom that words in advertising copy should be simple. They should come within the comprehension of the least intelligent and poorest educated of possible buyers. The advertisements in a newspaper should contain no word that might not be found in the reading columns. The simplest words are those we ordinarily call Anglo-Saxon words—the kind we have used since childhood. They should be given preference. Pretentiousness at any rate should be avoided. *Emollient* and *detergent* have little meaning to the average reader.

ADAPTATION TO THE READER

Although our language is more nearly national than that of almost any other country—largely because of national advertising—still there are sectional and class differences. The standard of good use in Boston is slightly different from that of Seattle or Galveston. Advertisements addressed only to limited groups may use language that is peculiar to that group. In fact, they should use it because it establishes a community of sympathy between the writer and the reader. It indicates that they stand on a level.

In writing advertisements that appeal to men only, such as advertisements for smoking tobacco, it is possible to use even slang that would be totally unsuitable for articles that appeal to both sexes. In advertisements to society women French expressions may some-

Digitized by Google

Weak arrangement of material, with blind headline and uninteresting copy, composed of pretentious generalities

Digitized by Google

Resinol Soap
improves complexions

Try this easy way to clear your skin: Bathe your face for several minutes with Resinol Soap and warm water, working the creamy lather into the skin gently with the finger-tips. Then wash off with more Resinol Soap and warm water, finishing with a dash of clear cold water to close the pores.

Do this once or twice a day, and you will be astonished how quickly the healing, antiseptic Resinol balsams soothe and cleanse the pores, remove pimples and blackheads, and leave the complexion clear, fresh and velvety. When the skin is in very bad condition, apply a little Resinol Ointment and let it remain on ten minutes before the final washing with Resinol Soap.

Resinol Soap costs but twenty-five cents at all druggists and dealers in toilet goods. For a guestroom size trial cake, write to Dept. 11-G, Resinol, Baltimore, Md.

Simple, strong layout with specific definite language

Digitized by Google

times be used. More important still, advertisements to business men, medical men, lawyers, engineers, farmers and to many other groups of persons who have a peculiar class lingo may be written in this peculiar lingo. This point will be discussed more fully in the chapter on Copy as Affected by Audience.

It may be set down here, however, that one of the great advances advertising is making to-day is in the adaptation of advertising language to readers. It is no longer necessary to insist upon the strict correctness that savors of pedantry. Every principle of word-use and sentence-structure must be considered in relation to this principle of adaptation. The writer of an advertisement can address his readers in almost the same language that he would use in talking to them in a convention.

EXACTNESS

Words should not only be in good use and correctly used—considering adaptation to the readers—they should also be exact. If the writer means to *assert,* he should not *intend* or *declare* or *claim* or *state* or *advise.* He should know the fine distinction between these words and be sure that he has chosen the one that conveys his exact shade of meaning.

Generalities are to be avoided and specific words used instead. Words like *best, highest grade, first class,* and the like, have been used so extensively that they no longer have any definiteness of meaning. Words should show *how* the article is best. Nine times out of ten an advertisement that is weak and unconvincing would be greatly strengthened by substituting specific words for the glittering generalities.

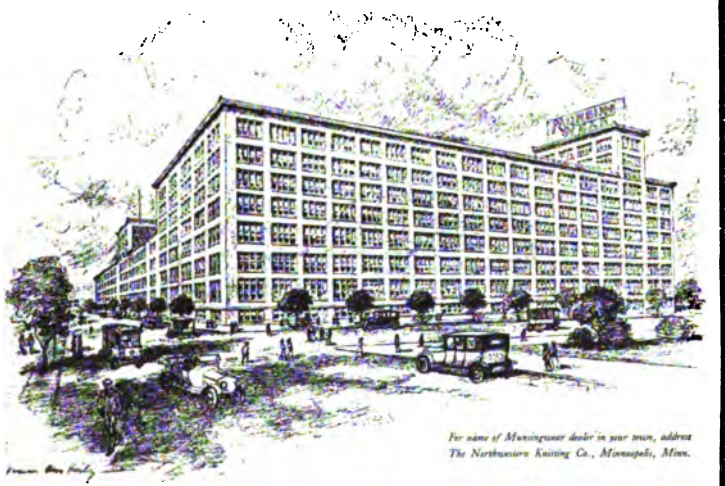
Exactness is especially helped by concreteness of

Digitized by Google

DON'T SAY UNDERWEAR, SAY MUNSINGWEAR

THE MAMMOTH MODERN MUNSINGWEAR MILL

MUNSING WEAR is the mark of perfection in underwear. It is made under manufacturing conditions that are ideal. When you put on a Munsing Union Stit, you do so with the assurance that it is clean and sanitary, fit to wear next the skin. In Munsingwear, you get garments that are guaranteed perfect in workmanship and material. Because of fine quality and unusual durability and washability and the perfect way in which it fits and covers the form, Munsingwear has received nation wide endorsement. The magnitude of this endorsement is indicated by the magnitude of the Munsingwear mill and the number of Munsingwear garments produced daily. This year, a production of over 8,000,000 Munsingwear garments will be required to supply the demand from trade already established. Millions of the most discriminating men and women in America wear Munsingwear with complete satisfaction. The confidence of millions of people in Munsingwear quality, their faith in Munsingwear ideals, their satisfaction in Munsingwear itself, their continuous and repeated buying of Munsingwear, their daily proof of its superiority in actual use,—these are the things that have made possible the mammoth, modern Munsingwear mill illustrated below.



For name of Munsingwear dealer in your town, address The Northwestern Knitting Co., Minneapolis, Minn.

Copy weak because of lack of paragraphs, continual use of broad generalizations, and valueless alliteration

Digitized by Google

language. Concrete words carry a sense image. They hammer the idea into our minds by giving it to us in the same form our eyes or ears or fingers would perceive it. "Small boys are lugging off our wash suits in great spirits" is stronger than "Children are carrying off our wash suits." So, instead of writing "We have secured that pleasant smell which is peculiar to the violet," we write "We have captured that sweet, elusive odor that has made the violet universally beloved."

Figurative language frequently makes for even greater exactness. We say "This furnace will not eat up your coal; it will cut your bills in half." Advertising men habitually talk in figures of speech. They talk of a copy with *punch,* with *smash,* and of copy that *gets across.* Figurative language is due not so much to a desire for exactness as to a desire for picturesqueness. It has to be used carefully. Figures of speech must be pleasant and close to the reader's experience. They must be natural, and they must not be mixed. When a writer says *"Striking the keynote upon the first cost is another essential and is hitting the nail on the head when reaping a saving in your savings account,"* we feel that he has not seen any image himself. Figures of speech should not be strained. When a writer speaks of the motion of an automobile as *like a caress,* we feel that he has gone a little too far.

It may help in summing up these requirements for exact diction to see how a single idea is improved by being expressed in a specific rather than a general word, a concrete rather than an abstract one, a figurative rather than a literal one. Take the verb *go.* This is general. We make it specific by saying *walk, run,*

Digitized by Google

or *ride.* It becomes concrete when we say *stride,* or *shuffle,* or *stumble.* It becomes figurative in the Big Ben advertisement, which says, "These men *swing* down to their work," and in the automobile advertisement, which says it "*floats* up the hill on high gear." The gain in power through these successive stages becomes apparent if you try to substitute the more general word *go,* in place of *swing* or *float.*

SUGGESTION

The distinction between words is not purely a matter of their exact meaning or denotation, but is largely a question of their suggestion or connotation. Every word has its meaning determined by the agreement of people. It also has its associations, which are peculiar to the individual and are determined largely by its sound, its degree of dignity, and the associations which have accompanied it in previous experience. Some words that mean literally what we intend them to mean should be avoided because of their unfortunate suggestion. Other words are strengthened by this element.

SOUND

The sound itself has an important effect. Many words originated in imitative sound. The writer of advertising should not make too careful an attempt to suit the sound of the words to the sense. He should, however, avoid words that do not sound right.

For our purposes there are two classes of sounds: liquid, free sounds; and harsh, closed sounds. The liquid sounds are those in which open vowels and such consonants as *l, m, n, r* predominate. They suggest

Digitized by Google

speed and lightness. They enable the reader to pass quickly from one word to the next. They may be said to be oily.

Harsh sounds are those in which close vowels and such consonants as *k, g, h, x,* etc., predominate. They give the impression of strength and slowness. They may be said to supply friction, because they make a physical barrier to the reader's passage over the thought. They impress the words individually upon the reader's mind.

When we speak of "the most delicate chocolate that ever tickled a candy palate or watered a candy tongue" the phrase ripples along with the suggestion of daintiness that the thought requires. When we say, "the chords crash forth," we hear the thundering music of the piano. The writer need not take care to secure such harmonies of sound to sense, but he must be sure that he does not allow his liquid sounds to become too frequent when he is trying to drive home an important thought; and that he does not use too many harsh words when he wants his writing to be read quickly and easily.

TONE-COLOR

Words should have the right degree of dignity or tone-color. The various degrees of dignity may be compared to the colors of the spectrum in their effect upon the mind.

At one extreme is the vivid, figurative, emotional diction that corresponds with red. Such language we find in the following passage:

> "When Vance wrote 'The Brass Bowl,' he drew aside the curtain of night and turned the flash-light of his story-telling power into a woman's heart.

Digitized by Google

When the reading public opened 'The Black Bag,' they saw in its depths the source of cupidity. Those who took the lid off 'The Bandbox' found the story of vanity, love of finery, hunger of jewels, and the intrigues born of deceit. It was a best seller."

It will be noted that the last sentence has a distinct change in tone to another level of language.

The next level is the vulgar or slangy language that is both vivid and colloquial. We frequently find it in tobacco advertising:

"FIRST OF ALL—

you buy a jimmy pipe. Get one that chums-up with your spirit right off the bat, natural like. Then lay a dime against a tidy red tin of Prince Albert tobacco that 's all pleasing and fragrant and fresh. A match!—and you're off!

"Get jimmy pipe joy'us quick as you can beat it up the pike to any store that sells tobacco. . . ."

The third level is the cheerful or colloquial language, the conversation that is suitable to messages about some article of common use, such as an alarm clock or a razor. This corresponds to yellow. Big Ben copy almost always has it, as in the following example:

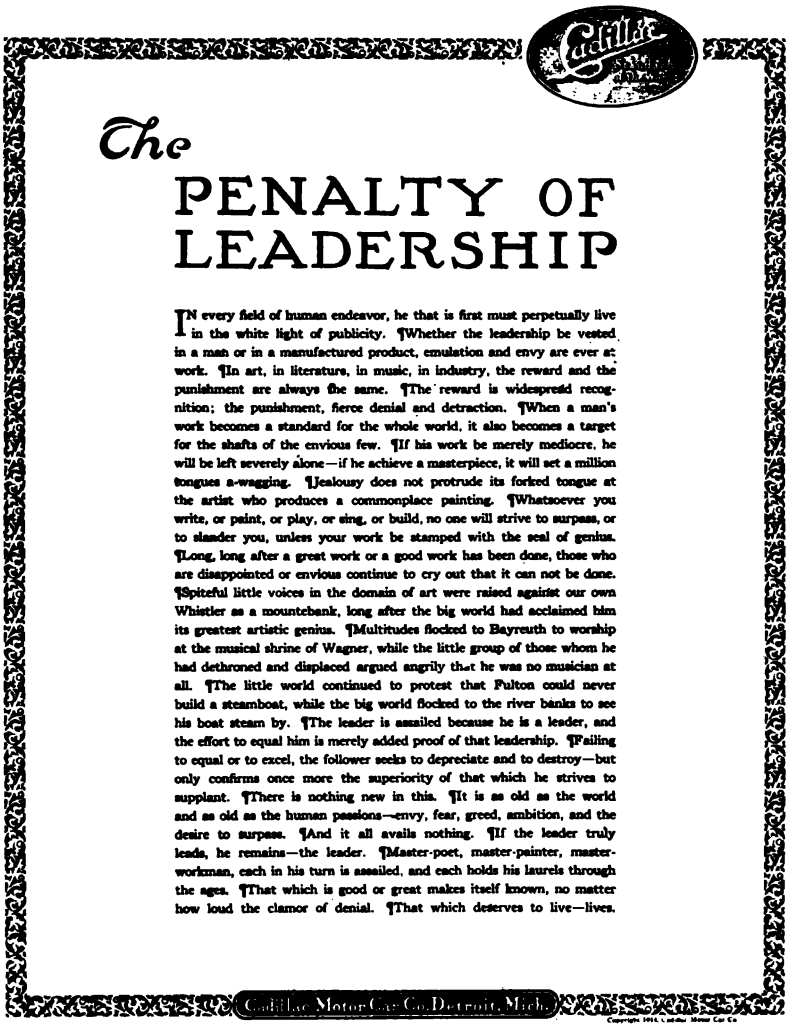
"Wonderful memory that fellow Big Ben has—fact is for his age, the smartest thing alive.

. . . . . .

"In *that* room with a *hurry-up* straight five-minute ring—in *that* other room with ten short *take-your-time* gentle half minute hints."

Green is the color that combines light and cheerfulness with restraint. The language of every-day use corresponds with it. It contains no words that are not

Digitized by Google



Figurative language is here used effectively but the lack of paragraph separation makes it hard to read. The marginal space is poorly distributed and the base is weak

Digitized by Google

generally known and in common use. It is always safe—nearly always appropriate.

Beyond this is the level of restrained, dignified language that may suitably be used in the advertising of expensive and exclusive articles, such as high-priced writing paper, solid silverware and period furniture. Such an expression as "bespeaks refinement" is an example. This level should not be used except by a concern that can afford to stand aloof from the reader, for the language has the suggestion of withdrawal and aloofness that corresponds with blue.

Highest of all is the elevated and sonorous language of literature, rarely useful, but occasionally of tremendous power in presenting a subject that calls for vividness together with restraint. We find it in such an advertisement as—

> "I am the printing-press, born of the mother earth. My heart is of steel, my limbs are of iron and my fingers are of brass.
>
> "I sing the songs of the world, the oratories of history, the symphonies of all time."

We find this level also in the Cadillac advertisement on page 238.

It corresponds to the color purple.

The important thing to be remembered in connection with these degrees of dignity is that when any one of them is adopted no words should creep in that violate it. The effect would be as bad as that of inharmonious colors. When the writer starts out with a vivid flash of red and then drops into the commonplaceness of "It was a best seller" he spoils his effect by the introduction of an inharmonious tone. The degree of dig-

Digitized by Google

nity should also be in accord with that of the article advertised.

ATMOSPHERE

The last thing to be considered is the atmosphere of a word. This is a slightly different thing from its dignity and its sound. Its atmosphere is its suggestion of place, or mood, or point of view. Some words suggest the warmth and comfort of life, others the freedom and freshness of out-of-doors, others the quiet and peace of the family fireside.

When a department store speaks of "springtime kimonos like those the musemes wear" we get a breath of the Orient. We do not know what "musemes" are, but that does not matter. Other words suggest the footlights, the café, the senate chamber, the office, or the factory.

When a breakfast food advertisement speaks of its "crisp granules combined with the most digestible of all *fats*, cream" it brings in an atmosphere that is not favorable to our early morning appetites.

We may allow this matter of atmosphere to rest with a discussion of the synonyms for the word *smell*. *Smell* itself is ordinarily neutral—to many minds negative or unpleasant. It covers the whole broad field. *Odor* is more dignified, but still general. *Fragrance* suggests delicacy and the atmosphere of flowers grown in the fields or gardens. *Scent* suggests a heavy, powerful smell, perhaps of the Orient, perhaps of perfumes, perhaps of hot-house flowers—but certainly not the fragrance and delicacy of out-of-doors. *Aroma* suggests things to eat or drink or smoke, the kitchen or the dining-room, but not flowers of any kind.

Digitized by Google

To go deeply into the question of atmosphere of words would require a consideration of practically the whole field of language and psychology. There is no way to determine with positiveness the atmosphere our words will carry to our readers. We can, however, make sure that the atmosphere shall not be negative or unpleasant and that it shall be close to the experience of the majority of our readers. If we do this we shall bring them into close touch with us and make a response more certain.

COINED WORDS

The question of coined words is one of the most difficult connected with advertising copy. It is important, however, in considering the name to be chosen for an article, and there are a few principles that help in it.

Coined words should be short and easily pronounced. This is necessary in order to economize the attention of the reader in grasping it and in remembering it. *Glycothymoline* is too long, though its suggestion is otherwise good.

The word should be apt. It should belong to this article rather than to others. The word *Usit*, applied to a new glue, is bad.

The word should be new. It should not be imitative or reminiscent of competitors. After *Uneeda* came *Iwanta* and *Takhoma,* and other like combinations.

It should be euphonious; yet have enough friction to grasp and hold the attention. Words with a z, or k, or x, combined with liquid *O* sounds, are particularly good. This is not only because they are easily pronounced and because the unusual letters attract attention, but because their very sound combines the two

Digitized by Google

parts of euphony. Such words are *coca-cola, calox,* and *onyx.*

The word should be suggestive of the article and its other suggestions should be pleasant. In the case of furniture polish the ending *ol* or *ola* would suggest oil. The manufacturers of *Vinol* were compelled to advertise that it contained no oil, because the word suggested oil to the minds of most people. Words like *scratch-off* have an unpleasant suggestion.

The word should not be silly. Few people would want to ask for *ziggie,* or *maker-nu,* any more than they would want to ask for *netherwear* when buying underclothes.

SENTENCE UNITY

In sentence structure, as in diction, usage is more important than rules. The writer's business is to impress his thought forcefully and with the greatest economy of the reader's attention. Grammatical rules are only useful because they provide a standard.

There are many idioms that cannot be justified by grammatical rules; yet it is not only safe to use them, but really wise, for they give force and vitality to expression. The writer should not hesitate to say "You had better" or "No one else can, either." These idioms convey his idea. "Nothing is superior to this" is another good idiom that means one thing in our language and quite a different thing in some foreign languages.

On the other hand, there are many grammatically correct constructions that sound awkward and pedantic because they are not commonly used in every day life. The following will serve as examples:

Digitized by Google

"Athletes must have sound teeth—the kind that is kept sound by Pebeco."
"Give this to whoever you think will like it."

Such constructions should be avoided, because they distract the reader from the thought to the medium in which the thought is conveyed. It would be better to use the following forms:

"Athletes must have sound teeth—the kind that are kept sound by Pebeco."
"Give this to whomever you think will like it."

These are grammatically incorrect, perhaps, but they sound right, and they have abundant sanction in the usage of the general public and even in that of many writers of reputation. The critics who delight in pointing out these "faults" in the work of prominent authors merely testify to their wide-spread acceptance —and hence their justification. For usage is the standard of language.

As an alternative to the use of a form that may be regarded as incorrect the writer can recast his sentence. For example:

"Athletes must have sound teeth—the teeth that are kept sound by Pebeco."
"Give this to anyone you think will like it."

In cases of doubt, this is the better practice. Under no circumstances should the writer use sentence forms that will draw attention to themselves and away from the message. Fortunately correct grammar is common enough so that it usually passes unnoticed. Incorrect structure is more likely to be the cause of distraction.

Because of the greater license allowed the writer of

Digitized by Google

advertising copy, and the general desire for brevity, it is easy to fall into the habit of writing fragmentary sentences—which are not really sentences, but mere groups of words. A sentence must contain a complete idea. There is little justification for such pieces of copy as the following:

> "All work hand-laundered. Prompt service. Quality is our motto. Fairest prices always. No charge for mending. Collars and cuffs our specialty. Satisfaction guaranteed. A trial will convince."

The use of a few more words to make these sentences grammatically complete would add greatly to their effectiveness. If space were not available for more words, it would be better to omit some of the ideas. There are cases in which sentences may be mutilated to get them in the space, but this should be the last thing done.

The principle of unity, as applied to the sentence, requires that it contain one main thought, with its closely modifying thoughts—and only one. Obviously a sentence that is incomplete grammatically cannot be a unit. Another frequent violation is the practice of taking a modifying idea from its main idea and giving it the dignity of a sentence.

More dangerous, and equally common, is the fault of writing several unrelated ideas in one sentence. Long, involved sentences of this kind are ineffective, because they tend to confuse the reader. Often he has to go over a sentence several times before he can grasp its meaning, and, naturally, he will turn aside in disgust.

In point of fact, most selling messages should be

Digitized by Google

written in short sentences. If a hundred successful advertisements are chosen at random and analyzed it will be found that their sentences average not more than fifteen words in length. This length may safely be taken as a standard. Long sentences are sometimes necessary; occasionally they are advisable for the sake of dignity. In any case, however, they must be unified.

SENTENCE COHERENCE

Coherence in the sentence demands proper order, construction, and connection. The order should be the normal one, except when transpositions are desirable for the sake of emphasis. Modifiers should be as close as possible to the words they modify. Particular care should be taken to see that adverbial modifiers, such as *only,* are in their right places.

The construction of the sentence should be as simple as possible. In complex or compound sentences, the subject should not be changed unnecessarily, nor should the verb be changed from active to passive, from subjunctive to imperative, or in any other unnecessary way.

Wherever possible the parallel construction should be used. This means that similar ideas should be cast in similar form. Correlatives always demand the parallel construction; thus if *not only* is followed by a verb, *but also* should be followed by a verb. A special form of parallel construction is found in the balanced sentence, which is a compound sentence cut exactly in half, with the two clauses similar in form, and either similar or contrasting in thought.

The balanced sentence is particularly useful in slo-

Digitized by Google

gans, for it is easily remembered. The following are a few examples:

"We would build them better, but we can't; we could build them cheaper, but we won't."
"No time like the present; no present like the time."
"We couldn't improve the powder; so we improved the box."

Proper connection within the sentence demands that unequal ideas should not be coördinated. *And* is a loose connective at best; the writer should examine his compound sentences closely to see whether one main clause should not be subordinated to the other. He should also see that his subordinating connective expresses the right relation between the clauses. *When* and *while* are frequently misused for *then* and *although*. Pronouns must always refer to a definitely expressed, not an implied antecedent. This antecedent must be near enough the pronoun to be unmistakable.

Participles are a fruitful source of incoherence. A participial clause that begins a sentence must modify the subject of the sentence. "Divided up into sections, you can quickly refer to any part of this book," should read "Divided up into sections this book is convenient for quick reference." Or, better still, such a sentence should be recast, with a subordinating conjunction and a definite verb used in place of the participle. The absolute participle, "it being very cheap" should always be avoided, for it does not show the true relation between the idea it contains and the idea of the main clause.

SENTENCE EMPHASIS

The most important devices in securing emphasis in sentences are compression, repetition, suspense, and

Digitized by Google

climax. As a rule the sentence should be as brief as it can be with full and exact expression of the thought. Verboseness is fatal to emphasis. Sometimes, however, the repetition of a word, if the important word, is helpful.

The following example illustrates:

> "It is a glove of marked distinction—distinction in fit and style—distinction in quality and feel—distinction in all the little niceties of workmanship that are demanded by the particular woman."

The beginning and end of a sentence are its most important places and should be occupied by important words. Negative and unpleasant words should not be placed there. In the sentence, "Among so many investments it is hard to tell which would pay and which would lose," it would be better to transpose the words *lose* and *pay* so as to end with the positive, *pay*. Connectives and parenthetical expressions should, if possible, be placed within the sentence.

Since the sentences on street car cards and posters ordinarily stand alone, it is especially important that they be constructed according to the principle of emphasis. One street car card reading, "The pages of history will record the great war just as the *Evening Post* to-day tells the story," failed to emphasize the important contrast between *history* and the *present day* and did emphasize the unfortunate word *story*. Revised according to the principle of emphasis it read: "History will tell the story of the great war just as the *Evening Post* tells it to-day."

The periodic sentence, because of the fact that its idea is incomplete until the end and it therefore holds the reader in suspense, is especially emphatic. In-

Digitized by Google

versions of order and transpositions, if not used to excess, are likewise valuable. It must be remembered that not every sentence can be emphasized. The normal order should be followed unless there is good reason for change.

Climax is a most valuable means of emphasis. When three clauses of similar form are used together they make a strong impression. This is especially true if they follow Herd's principle of having the shortest first and the longest last. The principle of climax applies to words and phrases as well as clauses. Three is the best number; if more than this be used the form becomes monotonous and loses force.

PARAGRAPHS

A paragraph is a group of sentences that form a single step in the progress of the complete advertisement. Its construction is not entirely a matter of revision, because it can be planned in advance. However, it is frequently necessary in revision to change the paragraphing of the copy.

The paragraph was designed for the convenience of the reader. Its whole history shows this. In order to rest the eye and mind of the reader it is necessary that the black mass of type material should be broken up, and the most effective method of breaking it up is by means of white space. It naturally follows that the shorter the paragraphs are, the more attractive the copy will be to the eye. The whole tendency today is toward very short paragraphs.

The very short paragraph—especially the single sentence paragraph—is not suitable in all cases. It has great attention value and invites reading. It

Digitized by Google

lacks dignity, however, and frequently lacks conviction. Used to excess, it is very tedious. Then, too, it is not suitable for subjects that require the persuasion of a few rather than the attention of many, or for subjects that must be kept free from any suggestion of cheapness and commonness.

Regardless of length, the paragraph should contain the whole of one phase of the message and only one. The copy should be so divided that each paragraph marks a logical step forward in the progress of the thought conveyed. In other words, the paragraph should be unified.

The other structural principles apply to paragraphs. The sentences should be in logical order. They should have no unnecessary changes in construction or in point of view and should make free use of parallelism. They should be so closely connected in thought that few, if any, expressed connectives are needed. If connectives, or "word-bridges," are necessary to span the gap between ideas they should be exact, and unobtrusive in position.

Emphasis in the paragraph demands that the important ideas be given the best positions and greatest proportion of space. This would apparently mean that the last sentence should contain the most important idea and be longest. In point of fact, however, many good paragraphs end with short sentences. Occupying this important position they have an effect like the crack of a whip.

It has not been possible, in the limits of this chapter, even to touch upon all the principles that are useful in the construction and revision of paragraphs, sentences, and words. Only those of most value to the

Digitized by Google

writer of advertising copy have been mentioned. For a more complete treatment of the subject the reader is referred to the *Handbook of Business English* by Hotchkiss and Kilduff.

Digitized by Google

CHAPTER XIX

COPY AS AFFECTED BY MEDIUM

Classification of media — Newspapers, National advertising — Newspapers, Department store advertising — Newspapers, Small retail stores — Newspapers, Classified advertisements — General magazines and weeklies — Class publications — Street cars and bill boards — Programs, calendars and other special media.

CLASSIFICATION OF MEDIA

THE writer of an advertisement must always govern his copy to some extent by the medium in which it is to be placed. Most advertisers give careful thought to the selection of media, for they realize that their messages are of no value unless they reach the people for whom they are intended. Unfortunately they do not always realize that a message in the right medium may not be read by the right people unless it is properly adapted to its purpose. The newspaper has very different requirements from those of the monthly magazine. An advertisement that would be read and responded to in one might be ineffective in the other. For that reason we must consider here some of the factors that affect the construction of advertisements in the various important classes of media.

It is unnecessary to give an exhaustive list of media. Anything that carries the advertiser's message may be considered an advertising medium. This definition

Digitized by Google

would include labels on packages, samples, booths in fairs, floats in street parades, and even such indirect media as restaurants and nurseries in the department stores. We need consider only the media in which a written message would be placed. The following list is reasonably inclusive:

(1) Newspapers
(2) Weeklies and flat periodicals
(3) Standard monthly magazines
(4) Women's publications
(5) Farm publications
(6) Religious, educational, and other class publications
(7) Technical publications
(8) Trade journals
(9) House organs
(10) Programs
(11) Circulars and other mailing pieces
(12) Street car cards
(13) Bill boards and out-door displays
(14) Specialties (calendars, blotters, and the like)

Each of these classes has its own special problems, which are considered in Part V of this volume. Here we are interested only in their influence upon the copy. The influence of the special class audience will be considered separately in the next chapter. Circulars and mailing-pieces are not discussed at all in this volume. Their problem is so different that it comes more properly within the field of salesmanship and selling literature.

The types of media listed above, however, do not in all cases differ because of the class of readers. They differ because of method of distribution, length of time given to them, reason for reading them, attitude of reader toward them, and many other factors. Hence

Digitized by Google

it is fair to say that the nature of the copy is affected by the *medium* as well as by the *audience,* and to separate the two influences. In both cases the principle to remember is that an advertisement must be adapted to the readers if it is to "get across"—in other words, to make an impression and secure a response.

NEWSPAPERS—NATIONAL ADVERTISING

It is commonly recognized that the newspapers reach more kinds of people than the monthly and weekly periodicals. Their appeal is practically universal. On the other hand, they are read more hastily than the more costly periodicals and are shorter lived. All these differences indicate that in the newspaper the chief tasks are to get attention and to stimulate action. The national advertiser who tells his story with a fair degree of completeness in the magazines, must usually boil it down for the newspapers.

National advertisements in newspapers demand bold, distinctive display. There are likely to be many other advertisements competing for attention, to say nothing of the news and editorial columns for which the paper was bought. Many readers glance over the day's news and then toss the paper away. Strong attractive power is therefore a necessity. Clever and original stunts are possible in the newspaper that would be out of place, even if permitted, in the magazine. It should be remembered, too, that the range of possibilities in illustration is narrowed by the cheap and coarse paper, which prohibits the use of fine half tones. The attraction must be secured by simple methods.

Since each message must be brief (it is estimated

Digitized by Google

that thirty seconds is the average amount of time given to an advertisement) continuity of impression is essential. The advertisements are usually inserted in a series, only a few days apart. This demands that they have a similarity of form. Trade-marks, slogans, or other identifying characteristics, are usually featured. A good sized illustration of the package which is to be bought is especially important, for the newspaper is seen by people when they are close to the store or source of supply; and, moreover, newspaper advertisements are used to influence the dealer as well as the consumer. In general, it may be said that the display should be such as to command attention, recall to the memory previous advertising of the article, and impress upon the mind the characteristics of the product in such a way that buying action would be easy and natural.

The text should be governed by the same considerations. It must be remembered that the newspaper is not selective. Men and women of all classes and professions read it. There is, of course, some difference between the one cent paper and the three cent paper, between the home paper and the sporting paper—but these differences are too numerous to be analyzed here. Ordinarily the text should have material that appeals to the largest possible number of those who may become buyers. As there is no connection between wealth and education, this means that the arguments should be clear and fairly obvious and the language simple, even in advertisements for expensive articles.

As newspaper advertisements must usually be brief and gain their effect largely through repetition, assertions can frequently be substituted for reasons. An

Digitized by Google

Whistler, the artist, could put a touch of color in the one right spot in his picture and give a new value to all the rest.

So the Automobile Show at the Grand Central Palace is enhanced and made more valuable by the presence of the

PIERCE-ARROW

New York Sales:
Harrolds Motor Car Co.
233 West 54th Street

New Jersey Sales:
Ellis Motor Car Co.
416 Central Ave., Newark

Concise, distinctive newspaper copy for nationally advertised product

Digitized by Google

assertion, if repeated often enough, gains belief. Whether assertions take the place of reasoning or not, the copy should be terse, vigorous, and snappy in tone Sentences and paragraphs should usually be short, and the diction should be colloquial and journalistic. The news quality should permeate the newspaper advertisement.

The point of contact with the reader is frequently his interest in the news. This does not mean that when war is the dominant factor of news interest, the copy should always contain references to the war. If this were done too much it would become tedious, and it is likely to lead to straining for effect. But an advertisement on the sporting page may well feature the testimonial of some famous ball-player or other athlete. Some of the interest in the personality is transferred to the advertised article. This is only one example of the many ways in which copy in newspapers may use the interest in the news to gain attention.

NEWSPAPERS—DEPARTMENT STORE ADVERTISING

The advertisements of department stores depend largely upon the news interest—and indeed partake of the character of news. Many women read the latest announcements of the stores as regularly as men read the quotations on the market and financial pages. One Philadelphia newspaper is said to have lost 20,000 circulation when it lost the Wanamaker advertising. Often these department store advertisements are set up in columns like the news columns. Their chief purpose is to give information that is interesting and up-to-date.

The bargain appeal is most universal and most ex-

Digitized by Google

tensively used by department stores. Figures are exact and are slightly below round numbers (as $4.98 instead of $5, $2.49 instead of $2.50, and the like) in order to further the impression of saving. But it must be remembered that a low price is less appealing than the reason for the low price. Frequently the reason has to do with the element of time, as a pre-inventory sale, an after-the-holidays sale, and the like. This has added value in that it contains the news-element. Sometimes the reason is that a large purchase has been made on fortunate terms. Here the time element enters only through the suggestion that the articles will be sold out quickly, and prompt action is therefore necessary.

The large amount of material available for advertising in the department store makes its problem of special difficulty. Usually a system is adopted by which each of the departments gets during the year a certain amount of space, to be apportioned at the most suitable season. A selection of leaders is made for each day's advertising, and these are made so attractive in price as to bring people

This Man

hasn't heard the news yet. But he's pricking up his ears, as all wise men do, at the suggestion that the John Wanamaker men's Store has some news for him.

Watch

his expression Monday evening when the news will begin to develop.

"Teaser" copy preceding a department store bargain announcement

Digitized by Google

"Great!"

That was his simple comment when he heard the news of what the JOHN WANAMAKER MEN'S STORE was going to do.

This much of the news *you* may know tonight:

$355,585 represents the regular values
$226,013.75—the selling price

$129,571.25—the savings.

In the greatest Sale in the history of Men's Clothing which opens Wednesday morning of this week at Broadway and Ninth.

Every man will be interested.

Prices will fit every pocket-book.

All about it tomorrow evening.

Second "teaser" preceding a department store bargain announcement

Digitized by Google

THE JOHN WANAMAKER STORE

THE MEN'S STORE OPENS AT 7:30 TOMORROW (WEDNESDAY) TO USHER IN

The Greatest Sale in the History of Men's Clothing

In The Wanamaker Store

We don't like superlatives. They have been much misused, have lost a great deal of their dictionary meaning. But when we tried to avoid them in telling the news of this Sale we were "up a tree." We could find only one phrase to fit the facts—*the greatest sale in the history of men's clothing.*

Ha! Ha! Ha!

This is the First Annual National Clearaway of Men's Better Suits and Overcoats

From the Great National Clothing Manufactories and from Our Own Stocks

5,470 brand new suits and overcoats, just unpacked, from the leading clothing manufacturers of America, and 7,263 fancy suits and overcoats from the fine regular Wanamaker stocks—all that remain.

12,643 Men's Suits and Overcoats

Thus in the largest number ever set out for sale under one roof, on one floor (the street floor), a selected stock, representatives of the better clothes America has produced this season, honestly-made, serviceable fabrics, fashionably cut, a very wide choice of patterns, $255,485 worth, figured on the basis of our regular prices, to be offered for $123,337.75, a total saving of $132,147.25

(See tables below; some men will save $30 or $40 on one purchase each, average saving is over $10.)

There are 6,223 Suits

Young men's suits, conservative suits, hundreds of patterns more than 3,000 made from imported fabrics.

On the Burlington Arcade floor Fourth Avenue End			*In the New Store for Men. Broadway corner Eighth*		
306 of $30	Wanamaker grade	$23.50 (1,216 Suits)	389 of $20	Wanamaker grade	$14.50 (1,215 Suits)
450 of $30 to $35	Wanamaker grade		411 of $20 to $22	Wanamaker grade	
396 of $25	Wanamaker grade		219 of $18	Wanamaker grade	
318 of $25 to $28	Wanamaker grade		281 of $18	Wanamaker grade	$11.50 (885 Suits)
113 of $20	Wanamaker grade		363 of $18	Wanamaker grade	
207 of $25	Wanamaker grade		130 of $20	Wanamaker grade	
683 of $25	Wanamaker grade	$18.50 (1,296 Suits)			
708 of $25 to $30	Wanamaker grade				
658 of $30	Wanamaker grade				

Note—There is a most interesting group of Scotch patterned, well-made, serviceable suits, some soft roll coats, some with patch pockets; the greater part cut in a medium conservative fashion

There are 6,420 Overcoats

(4,252 have silk lining and silk sleeves 1,155 have silk lining)

On the Burlington Arcade floor Fourth Avenue End			*On the Burlington Arcade floor Broadway End*		
Black and Oxford Overcoats			All Fancy Overcoats		
280 of $35	Wanamaker grade	$24.50 (1,221 Overcoats)	387 of $20	Wanamaker grade	$14.50 (1,147 Overcoats)
208 of $20	Wanamaker grade		262 of $21 to $22	Wanamaker grade	
350 of $25	Wanamaker grade		194 of $25	Wanamaker grade	
297 of $28 to $30	Wanamaker grade		107 of $15	Wanamaker grade	$11.50 (1,133 Overcoats)
132 of $30	Wanamaker grade		163 of $16 to $18	Wanamaker grade	
141 of $25	Wanamaker grade		111 of $18	Wanamaker grade	
16 of $15	Wanamaker grade		152 of $20	Wanamaker grade	
			At Subway Entrance, New Building		
Fancy Overcoats			137 of $12 to $15	Wanamaker grade	$9.75 (1,027 Overcoats)
205 of $25 to $30	Wanamaker grade	$19.50 (1,386 Overcoats)	333 of $15 to $20	Wanamaker grade	
202 of $30	Wanamaker grade		391 of $25	Wanamaker grade	
210 of $35	Wanamaker grade				
311 of $40	Wanamaker grade				
250 of $45	Wanamaker grade				

Note—3 per cent of these overcoats are either quarter, half or full silk lined. Fashionable lengths and patterns. Inverness and Chesterfield Wanamaker models

Men Know What to Expect of a Wanamaker Sale

And this beats them all. Detailed description is unnecessary.

There will be suits and overcoats in all sizes, for every taste

A body of our best clothing salesmen from the Philadelphia Store came over today, and with representatives of the great manufacturing houses, and picked extra salesmen, are getting acquainted with all the stocks, so that you will be intelligently and promptly waited upon tomorrow.

There will be plenty of fitting rooms, and the tailoring force has been tripled, so that alterations may proceed with despatch There will be no charge for alterations.

Stout men will please go straight to the Burlington Arcade, south bay; tall men to the Burlington Arcade, north bay Signs will help you to find the place

In order to give every man a chance to buy the best suit or overcoat of his size in the sale, none will be sent out on approval, and a deposit will be required upon every C. O. D purchase.

The sale will begin at 7:30—more the earlier hour—tomorrow morning. All the doors in the New Building, and the door leading from the Astor Place Station on the Subway will be opened at that hour

Some of the lower-priced overcoats will be on tables by the Subway entrance, for those who are in a special hurry.

The Men's Store will open tomorrow morning at 7:30 to give every man a chance.

More Than 100 Extra Salesmen — **No Charge for Alterations**

John Wanamaker

FORMERLY A. T. STEWART & CO'S
9th to 10th, Broadway to Fourth ave

TUESDAY, JANUARY 5, 1915

The Pity of It

to be like the winter's stormy days spreading cobb and dampoonness all around—

The Pity of It!

There is no reason to be had for money that will cure the careless and entirely unnecessary habit of pouring out the dark color and the disagreeable, and plunging everybody about you into the dampest of melancholy.

It is a "pet speech" of a boy picked up from his father—"Oh, it is just my way, you must not mind me."

The monkey in the Zoo that bites the fingers of the boy who feeds him might grin and say in his own elbow chatter, "It is only my way," but the boy's smarting fingers tell the suffering boy that it is a bad way

There are bad ways of storekeeping.

Some people will never learn.

The only way we have found to get the good people here is to pick them quite young, and plant the virgin soil before it has been filled with things that have to be pulled up and thrown away.

But all of us here, the old and the young, are still in school studying daily lessons whereby the business may be better and better this year.

The New Year starts with a good "go."

[Signed]

John Wanamaker

January 5 1915

The White Sale That Grows in Interest

You can come to this Wanamaker Sale of White day after day, and each time discover something you haven't seen before

Never was there a more fascinating collection of new and different lingerie than you will find here.

We extend to you a most earnest invitation to come and see for yourself

Third floor Old Building

Curtains

Disposal Averaging HALF PRICE

A manufacturer's entire season's surplus of 2,076 pairs of curtains to have at prices averaging half less than regular Wanamaker rates

$1, $1.50, $1.75 and $2.25 Pair

Every kind of curtain is included — marquisette scrim and net, trimmed with all kinds of laces.

Third Gallery, New Building.

Sale of Silk-and-Cotton Ratine, 28c Yard

Special purchase of 3,825 yards, 36 inches wide—all the number kind left—of this lovely fabric which is usually sold at 50c yard.

It is so finely woven, lustrous and supple that it is admirable material for afternoon, street or dancing frocks.

Colors—light blue, navy, castle, lavender, rose, gunmetal, sand, tan, brown, negrehead with black and white. Also some two-tone effects.

Also $3 Imported Colored Broadcloth at $1.40 Yard

54 inches wide, a superb quality and rich shades.

Dress Fabrics Sales, First floor, Old Building.

Unusual Linens in This Sale of White

Once in the Linen Store, you are immediately impressed with two things, the vastness and the fullness of the stocks. And these are the chief features of this January Sale of Linens. Never have we had more or better linens to offer

For instance,

A special purchase of hand drawn and hand-embroidered here, whitework scarfs and centerpieces at the following unusual prices:

Scarfs, from 18 x 36 at 18 x 72 inches are now marked $ to $3.50, regularly $4 to $5.50

Centerpieces, 24 inches square or round, $2.75, regularly $3.50 to 36-inch size $5.50, regularly $7

Irish Damask Tablecloths and Napkins

In a large range of new patterns,

72 x 72 inches, $3, were $4.50
72 x 90 inches, $3.75, were $5.50
72 x 108 inches, $4.50, were $6.50
72 x 81 inches, $4.50, were $6.25

Napkins to match, 22 x 22 inches, $2.75 a dozen, were $3.75

A less expensive cloth from an Irish manufacturer, 70 x 70, $2.50; 70 x 90, $2.90; 70 x 108, $3.50

Napkins to match, $2 a dozen

Special Damask, $1 Yard

70-inch double satin damask, in a large range of patterns, $1, formerly $1.25. In some patterns, 72-inch napkins to match, $3 a dozen, formerly $4.50

Also our regular $1.50 double satin damask, 70 inches wide, for $1.20

In some patterns, 90-inch napkins to match, $3.75

Embroidered tablecloths, 2 x 2 yards, in round designs, $4.75, formerly in our own stock at $5.50.

Linen Sheets and Shooting

90-inch pure linen bleached shooting of unusual quality for $2.25 a yard.

Bleached pure linen sheets, hemstitched, 2½ x 3 yds. (full bed size), $3.75 a pair; 2½ x 3½ yds. (double bed size), $4.25 a pair.

Hemstitched pure linen pillowcases, 42 inches square, scarce at present, formed from 2½ x 3½ yds., 75 a pair, formerly $1.25; 90 x 90 inches, $1 a pair, formerly $1.75.

Pillow cases to match, 20½ x 36 inches, 60c a pair formerly $1.25.

Towels in the Sale

A special purchase of all linen huckaback towels, $3, $3.80, $4.50, $5, $6.

Turkish towels, extra weight: $1.50, $2.50, $3.50, $6 A special purchase

Linen Store, First floor, Old Building

Mission Furniture at Halved Prices

Quaint mission furniture from Stickley Brothers Co ("The Old House")

$132,321 worth, for every room in the house

$9.50 instead of $5

For a well-made rocker or dining room chair. Prices that prior up to $24 for a full suite, and $13.75 for a $25 or leather-covered library chair, there's quite a range of prices in chairs and rockers

Settees start at $12.75

For the $25.50 kind, an $ grade already up to $37 for the great comfortable $105 kind

China closets

Regularly $30 to $, $37, $48.75, and on to $85 for the finest kind

Serving tables,

$8 to $13.50, instead of $16.25 to $27, our regular prices

Plenty of living-room tables

Beginning at $5.50, instead of $8, and running up to $63.75, instead of $81.50

Sideboard

$26 $28 to $56, instead of $36 to $70.

Extension tables,

$13.50 to $21.50, instead of $17 to $28.

Magazine and book racks, book cases, music paper holders, tabourettes, fumeries, cornersets, mirrors, dinner pongs—all kinds and sizes, bringing them down to very little prices.

All the Stickley family

are famous as makers of good furniture, and the variety of mission furniture, and not least among the makers, is the Stickley Bros. Co. of Grand Rapids.

Never before

has this great factory offered on large a lot of their goods at such an almost unheard of price.

We believe this

to be one of the most valuable furniture offerings we have ever made and the public knows how rigorous are our great sales in furniture.

Fifth Gallery, New Building.

Department store advertisement featuring a bargain sale. (Size very much reduced)

Digitized by Google

into the store, who may there be persuaded to buy other articles.

The department store usually has a definite position and space in the paper and a distinctive type or method of display, for the sake of identification. It is not wise, however, to allow the marks of identification to dominate the special appeal of the day. Even though the name or motto of the concern be placed at the top, it should be carefully separated from the rest of the copy.

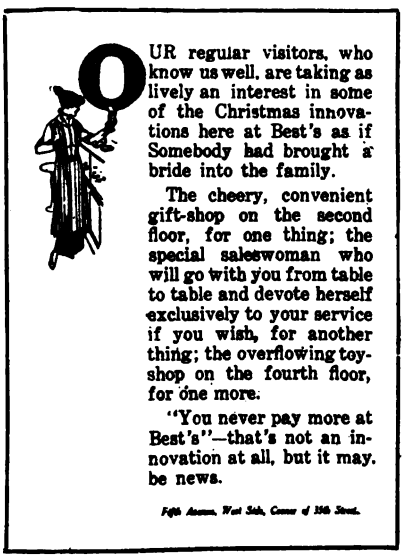
NEWSPAPERS—SMALL RETAIL STORES

The methods of the small retail store that carries only one or two lines of goods differ somewhat from those of the large department store. The bargain appeal is useful but can hardly be employed so frequently, or the store may lose reputation. Nevertheless, as the most important thing is to stimulate people to enter the store, a large percentage of small retail advertising contains in some form or other a money inducement. Next in importance to this comes the advertising that has reminders, or timely suggestions. A third type consists of short, epigrammatic talks for the sake of establishing a store atmosphere. Usually these advertisements contain the element of human interest. In the case of large concerns they are frequently accompanied by material of one or the other two types.

This last type of advertising frequently wins its readers by the element of distinctiveness or character. The personality of a storekeeper has much to do with his success, and if he can put his personality into his advertising messages—or get a distinctive style put into them—he can often win new customers. Even

Digitized by Google

small space, if wisely used for little anecdotes, essays, stories, epigrams—all with a sales element, of course—can be made to attract readers who will look for them as eagerly as for the news or the editorial columns. The little talks of the Rogers Peet Co., of Saks & Co., and of Weber & Heilbroner are read by hundreds of thousands of New Yorkers every day.



Smaller retail store advertisement featuring service

NEWSPAPERS—CLASSIFIED ADVERTISEMENTS

As pointed out in a previous chapter, classified advertising is distinct in character from display and publicity advertising. It is intended mainly for readers who already realize their needs. In choosing a medium for such advertising it is well to pick out one that contains a large amount of this kind of material. People who are looking for some specific thing naturally look where the range of choice is greatest. It is true that in a publication containing few classified advertisements each one of them secures a large proportion of amount of attention. But this is not sufficient compensation for the fact that fewer readers look here.

In spite of the limitations upon attractive power, classified advertisements should be made as distinctive as possible. The rules of the publication ordinarily

Digitized by Google

allow no type display or illustration. Sometimes they do allow the use of white space at the top and bottom; if so, it is a wise investment. The text, however, must carry the main burden. Most advertisers make the mistake of too great brevity for the sake of saving a few cents. The text should be concise, of course, but it should not be boiled down to such an extent that it is ungrammatical or obscure. As a rule, the more complete the details are, the better. The first word of a classified advertisement should begin with a letter near the beginning of the alphabet, preferably the letter *A*, if the advertisements in each section are inserted alphabetically, so that the advertisement will have a position near the top of the column.

GENERAL MAGAZINES AND WEEKLIES

The previous chapters have dealt mainly with the problem of writing copy for general publications, such as the standard magazines and weeklies. It will, therefore, be unnecessary to consider them in detail here. They offer better opportunities for display than newspapers, especially for half-tone illustrations of high quality. They also have longer life and, consequently, offer a better chance for mail order and inquiry-pulling copy, or for publicity copy that tells a complete story. Keyed advertisements (by which is meant advertisements containing some identifying mark in the address by which inquiries from this publication may be traced) frequently show results in considerable volume for three months after the publication date, and inquiries occasionally come in a year or more later. This is only one indication of the general truth that copy in such publications has a longer life than copy in newspapers, and so may be more complete.

Digitized by Google

General magazines reach a higher average level of intelligence and education than the newspapers. The newspaper reaches every class of people who can read. The general magazines and weeklies reach those who desire a higher type of entertainment and instruction than can be found in the daily news or in the Sunday supplement. For these reasons the copy in such publications may be more refined. The language should not be colloquial, unless the specific nature of the article demands it. On the other hand, the language should not be stilted or formal.

CLASS PUBLICATIONS

In the class publications the advertising copy is affected not so much by the factors considered above, as by the fact that the audience is selected. Hence in them a certain amount of adjustment to the reader is possible that cannot be accomplished in the newspapers or general magazines, where the readers include all ages, sexes, and occupations. In the class publication the readers are selected, much as the list of names of people for a certain sales letter are selected. The writer can tell in advance that his appeal is directed to dealers, to women, to farmers, to business men, to engineers, or some other fairly well defined class, and can govern his material and language accordingly.

The effect of a selected audience upon the nature of the appeal is so important that the whole of the next chapter will be devoted to it.

STREET CARS AND BILL BOARDS

Street car cards, bill boards, and out-door display generally, are used mainly to supplement other forms

Digitized by Google

of advertising. The field of their influence is comparatively narrow. However, they have the great advantage that they are nearest of all to the place of buying. The man or woman frequently sees them when on a shopping trip or on the way to the office and is reminded of a need he has felt earlier. They are consequently valuable for stimulus.

On the other hand they are read hastily and often at a distance. The copy, therefore, must always be brief. The violation of this fundamental requirement was responsible for the failure of the bill board advertising used by the Republican National Committee in the campaign of 1912. The advertisements for President Taft's administration were crowded full of material in small type. Few people would pause in front of a bill board long enough to read it. Regard for this principle was responsible for the effectiveness of the subway and street car cards used by the Fusion Committee in New York City, in Mitchel's campaign in 1913. The cards used contained simply the question "*Mitchel or McCall?*" The word *Mitchel* was in large blue letters; *McCall* was in black small type and behind this was the word *Murphy* in large red letters. It may be noted incidentally that the suggestion of the colors was good for the purpose.

Since the copy must be brief and since the purpose of out-door advertising is largely intensive, the copy should be concentrated upon attraction and stimulation. If only two words can be used they should be the name of the product combined with an imperative verb, as, for example, *Use Sapolio; Drink White Rock.* Reasons and arguments are of little value, because the space does not permit them to be given in sufficient detail to convince. Assertions and clever

Digitized by Google

slogans are much more useful. They gain some power of conviction by their very repetition.

Whatever the out-door advertising may lack in possibilities for conviction it atones for by its greater range of possibility in display. In the illustration, color and often motion may be implied. As you walk along the Great White Way in New York, or its counterpart in any great city, your eye is tempted by every possible device—colored lights, quick-changing pictures, to say nothing of size, which, after all, is the simplest way to emphasize any statement.

Orginality and distinctiveness are looked upon as of first importance in out-door advertising. They should, however, be tempered with discretion and good taste. It is not usually wise to attempt to shout just a little louder or use just a little more brilliant color or a little more sensational picture than the next man. The extreme has been reached in that direction, and to-day attention is more certain to be secured by a quiet neutrality of tone and a fair conservatism of language. The eye will seek it for relief from the more strident claims of its competitors.

PROGRAMS, CALENDARS AND OTHER SPECIAL MEDIA

Programs may be most effectually used when some consideration is given to the mood and interests of readers at the time they see the advertisement. It is obvious that people are usually in the mood for enjoyment, and the program is simply a guide to their further pleasure. The most effective advertisements, therefore, are likely to be those which use the humorous or clever tone and take advantage so far as possible of the spirit of the play-house or opera.

Calendars have a long life, but any attempt to tell

Digitized by Google

a very complete story upon them is usually fatal, because people do not care to adorn their walls with what purports to be an advertisement. They should, therefore, be attractive and they may profitably contain some slogan or stimulative phrase. In the case of retail stores, of course, frequently only the name and address is used.

Digitized by Google

CHAPTER XX

COPY AS AFFECTED BY AUDIENCE

"Getting Across"— Copy for business men — Copy for technical men — Copy for farmers — Copy that appeals to women — Miscellaneous copy problems.

"GETTING ACROSS"

THE disadvantage of advertising copy as compared with sales letters is that advertising copy cannot individualize its appeal to the same extent as sales letters. Advertisers in general publications sometimes try to make up for this by featuring various different uses for their product as, for example, in the home, in the factory, in the office, on the farm, and the like, so that a point of contact will be made with several classes of possible buyers. This method is useful, but at best only decreases the disadvantage.

This disadvantage, however, is much less in the case of publications appealing only to a selected class; for example, technical and trade publications, farm publications, and women's magazines. Here the audience is selected, and for that reason such publications, as a rule, command higher prices for space than the general magazines and newspapers. This is especially true of the technical field. The value of this distinctive kind of class publication depends upon the extent to which it actually reaches its audience, and the influence which it has upon that audience. In general it may be said, however, that space in such publica-

Digitized by Google

tions offers good possibilities, provided the writer of the copy adapts his appeal to the character and language of the special class of readers that he addresses.

It is not enough in such publications that the copy be written from the standpoint of the buyer, rather than from that of the advertiser. This should be done in all advertising. In the class publications, it is also necessary that the length of the advertisement, the kind of material it contains, and the tone be governed by the class characteristics of the audience. It is a matter of economy of attention or "getting across."

It is comparatively easy to study the article which is being advertised, to know its talking points and to select the material that should be presented in the copy. It is a far harder task to know the people who are to buy and adjust the message to them. There is no better way, obviously, than to go out among them, talk with them as a salesman might, and find out their characteristics and points of view. Some publishers of technical magazines require men who are accepted as copywriters in their service department to spend six months' apprenticeship on the road in order that they may know their audience by personal contact. The service department itself, incidentally, has been established in many cases because the average advertiser is not sufficiently familiar with the special class audience to direct his appeal to them in such a way as to be effective. The publications therefore place at his disposal a corps of copywriters who know the audience and are able to adapt the appeal to them.

It is possible, however, for any copywriter to write copy for class publications if he will intelligently study the class characteristics. For that reason some of the most important classes of readers are analyzed in this

Digitized by Google

chapter to discover how the appeal should be adapted to them.

COPY FOR BUSINESS MEN

The business man is a busy man, or regards himself as one, which for all practical purposes amounts to the same thing. He will not read a long advertisement unless it is upon a subject that particularly interests him. First of all, then, the advertisement should be as short as is consistent with completeness. Even if the subject is interesting and the copy has to be long in order to convince, it must tell him some new facts. The business man resents truisms and trite generalities. He wants definite, concrete facts and wants these boiled down to the essentials.

He is a practical man and is therefore more influenced by reason-why than by suggestion. He prides himself on his ability to decide questions for himself and is therefore more open to the conviction of facts and figures than to that of testimonials. The best arguments to use with him are the practical arguments of saving money, increasing efficiency, or adding to health, convenience, or comfort.

The language used should be simple and direct, but not too colloquial and rarely slangy. This applies, of course, to articles for business purposes, and not to those which have no connection with business, such as tobacco and other similar luxuries. An advertisement for a high grade bond paper is injured by such language as the following:

"Armed with a powerful, smart-looking letter-head, you Business Men can enter any business port and be dead sure of a warm welcome."

Digitized by Google

Quoth Sullivan:

"Yes, sir, in the old days they laid the stone cold, then they poured the asphalt over it; much of the bitumen was wasted. The penetration was seldom more than an inch deep. Generally it was less than that. Then, Mr. Six-Cylinder comes along, going 30 miles per hour, and rips up the whole pavement. **We don't do it that way any more; now we use a**

SMITH HOT MIXER

It heats the stone to any temperature, 350 degrees, if the specifications say so. Then you run in the asphalt; and the whole mass is **uniformly coated** without wasting an ounce of bitumen. There's no **question** about the penetration. No automobile can rip **this** surfacing from the street. **It's concrete,** asphaltic concrete, one of the **most lasting road surfaces** known to science."

You can get Hot Mixer Catalogue No. 21 from

The T. L. Smith Co.

1126 32nd Street
Milwaukee, Wis.

Old Colony Bldg.
Chicago, Ill.

Harwell Place
Atlanta, Ga.

W. J. Cullen
New York City

J. J. Shannon & Co.
Philadelphia, Pa.

Tower Machinery Co.
Cleveland, O.

Justifiable use of technical "lingo" in a technical publication

Digitized by Google

COPY FOR TECHNICAL MEN

The problem of technical copy is much the same. Technical periodicals, like business magazines, are read for profit and read while a man is in a business atmosphere or at any rate in a business mood.. The copy must give facts and give them concisely. Mere assertion has little weight. Charts, tabulations of figures, blue prints and cross-sections are all useful in appealing to technical men. Human-interest copy is rarely of value, especially when unrelated to the subject, as is so often the case.

The specific talking points used for a single article advertised in different technical papers vary according to the class appealed to. Take the case of building materials, for example. They may be advertised in general publications, contractors' publications, architects' publications, and engineers' publications. In the general publication, the advantages of the material from the standpoint of the beauty and durability of the finished structure are given. The merits of the material are explained from the standpoint of the person who is to live in the house. In the engineering publications, the strength of the material, its fire-resisting power, or other special points may be shown in comparison with those of competing materials. In the contractors' publications, the copy may attempt to show how conveniently and easily the article may be used in building; how it cuts labor costs, etc. The architect may be told of the coöperation he can get and of the variety of effects that he can secure. There may be illustrations of buildings designed by other architects using this material. So it is with every article; the

Digitized by Google

arguments must be chosen from the standpoint of the class, and their interests kept in mind.

The simple, direct language that is suitable for business magazines is also good in technical publications —indeed, in any publication read chiefly by men. The technical publication, however, is justified in using technical words and phrases that are peculiar to the class of readers. This is one reason why the service departments of such publications are so useful. The writers here are familiar with the "lingo" of the audience.

Most professional magazines, such as medical publications, accounting publications, and the like, are governed by the same principles that apply to technical publications. The chief difference is that the professional publication usually has a strict code of ethics which prohibits members from vigorous advertising and they consequently demand more dignity in the appeal which reaches them.

Trade papers differ from technical publications in several important respects. Their readers are ordinarily dealers who are interested in articles mainly from the standpoint of sales and profits. Technical publications are usually addressed directly to the consumer, who is not interested in the article for resale. In trade advertising, therefore, the copy usually presents the merits of the article from a sales standpoint; the illustration shows the goods in large size or in detail and calls attention to their selling value. The text shows the selling advantages, the profits to be made, and the like. Frequently it also shows by reproduction or otherwise the advertising that is being done in general publications to stimulate a consumer demand. In general, the advertising is informatory

Digitized by Google

Is this the same shoe I have been wearing?

Doubt is the most expensive factor the retailer has to deal with.

When the customer questions, the salesman has to explain. That means a loss of time. But what is more important, it means that there is no connecting link in the customer's mind between the goods she bought last year at your store and what she may get this year.

A trade marked shoe such as the Dorothy Dodd overcomes completely this difficulty Therefore, it sells with less effort and less expense in time and advertising, and holds your customers from year to year

If you analyze your cost closely you know that $5.00 is not a high price to pay for every first sale. Your profits must come through holding your trade from year to year. When you handle an un-named shoe, what have you to offer that your competitor cannot duplicate? In other words, what guarantee have you that the customers you have carefully worked up this year will not be worked away from you next year by some competing attraction—probably price?

Every customer made by Dorothy Dodd dealers is like a new link forged in the chain of success.

This is just one feature of many that makes the Dorothy Dodd shoe proposition attractive.

Think this over—then ask for full details about the shoe and the selling plan.

DOROTHY DODD SHOE COMPANY

101 BICKFORD STREET, BOSTON

BRANCH "IN-STOCK" DEPARTMENTS

NEW YORK CITY
[illegible] Street

CHICAGO
[illegible] Jefferson St.

Trade paper copy showing familiarity with the dealer's problems

Digitized by Google

and contains a good deal of the news element. Its language is frequently colloquial—even slangy—and "mere cleverness" is apparently effective at times.

COPY FOR FARMERS

The farmer as a rule reads fewer publications than the average business or professional man and, consequently, reads them more thoroughly. He is inclined to deliberate carefully before deciding upon a purchase. These general considerations make several important differences in the nature of the copy written to appeal to him. Display is of minor importance, not only because the periodical is read carefully from beginning to end, but also because the quality of paper and printing does not allow the use of a fine quality of illustrations. It is doubtful, moreover, whether esthetic considerations weigh very heavily in the farmer's decision. Legibility rather than beauty is to be sought.

For the same reasons the text may contain a large amount of material, provided it is in the nature of useful facts. Human interest is sometimes possible, but the stress should be laid upon reasons and a reason appeal. Many advertisements, of course, perform all the functions of selling, including the arousing of an emotional desire as well as convincing. Conviction is always necessary. The arguments that convince are more especially those which deal with the qualities of durability and economy. The price appeal is usually valuable. Details in the construction of the article, even to the number of coats of paint used and side-by-side comparisons with competing articles, are frequently helpful. In fact, it may be said that all exact information about an article has weight with the

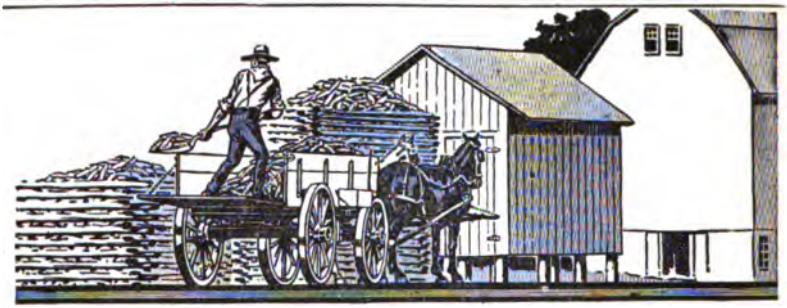
Digitized by Google

farmer. It is unnecessary to concentrate upon the single talking point that is most distinctive.

The evidence chosen should be of a kind to arouse confidence. Testimony, if used, should be that of other farmers, expressed in their own language so far as possible, even though this may be slightly ungrammatical. An important kind of evidence is in the form of guarantees, either by the advertiser or by the publication. Many farm publications have adopted the policy of standing back of their advertisers and agreeing to straighten out any difficulties caused by dissatisfaction with purchases made through their advertisements.

The personal point of view, in which the advertiser uses the word *I* liberally, is especially good for farm advertising. In all cases the language should be simple, without the suggestion of pretentiousness. It is possible sometimes to go to the extreme of colloquialism and, since most farm papers have a sectional distribution, localisms are not objectionable. Analogies and figures of speech from the farmer's experience lend force—as, for example, "Buy your tires as you buy your binder," or, "The bed of the wagon is only hip-high." In connection with this point, however, it is well to add a warning that the so-called "Rube language" is likely to be fatal to success. The farmer of to-day is usually an intelligent person with a fair degree of education and resents any tone of patronage or implication of inferiority. It is well to consider him as an unusually careful business man who is not in a hurry and who wants a sound business reason for anything he is urged to do or to buy.

Digitized by Google



Corn Is Our Greatest Crop

It is worth more than any other crop
It costs more than any other crop

A big item in this cost is over one hundred million dollars' worth of actual potash, which the corn crop takes from American soils every year—more than eight times the total importations of

POTASH

The corn plant uses over a pound and a quarter of potash for every bushel of ears produced.

It uses more than twice as much potash as phosphoric acid.

Supplement the manure or clover sod by 400 to 600 lbs. per acre of a fertilizer containing at least as much potash as phosphoric acid—0-8-8 or 0-8-10—or broadcast 300 lbs. acid phosphate and 100 lbs. muriate of potash per acre after plowing and before harrowing, and drill in with the seed 100 lbs. per acre 2-8-8 goods. On muck lands broadcast 100 to 200 lbs. muriate of potash per acre.

To drive away cut worms and root lice, drill in 100 lbs. Kanit per acre with the seed. Potash makes more sound ears in proportion to the stalks. It makes much more and much better corn for either crib or silo. **Potash Pays.**

We sell potash in any amount from one 200-lb. bag up.

Write for prices and for free pamphlet on profitable use of fertilizers.

GERMAN KALI WORKS, Inc., 42 Broadway, New York

Chicago, McCormick Block — Atlanta, Empire Bldg.
New Orleans, Whitney Central Bank Bldg.
Savannah, Bank & Trust Bldg. — San Francisco, 25 California St.

Common-sense copy in farm publication

Digitized by Google

COPY THAT APPEALS TO WOMEN

Generalizations about advertising to women are peculiarly difficult because the first generalization is that a woman does not care to be treated simply as a member of a general class. She prefers to be treated as an individual. This fact should be remembered in writing copy, and wherever possible her judgment should be appealed to. (See page 281.) There are, however, certain general class characteristics which distinguish women as a whole from men and influence the nature of the copy that should be used in women's publications.

The first important distinction is that women as a whole are more suggestible than men. They are more influenced by their emotions, and by the ideas which are associated with, but not directly conveyed by, the illustrations, words, and other symbols used in an advertising message. For this reason human-interest copy and the liberal use of illustrations, especially those which tell the story, are especially desirable in advertising to women. Text is relatively less important, for it is not easy to make a strong appeal to the emotions by means of words.

The esthetic sense is more highly developed in women than in men. Proper balance, harmony, and all other things which make for artistic beauty are almost essential. It is only necessary to contrast the advertising pages of such a publication as *Vogue,* or *The Ladies Home Journal,* with those of *System,* or *The Iron Age,* to see the absolute necessity of an artistic appearance in advertising to women. Hand lettering, liberal white space, and the like, to mention

Digitized by Google

10% More for Your Money

Quaker Oats is put up also in a 25-cent size, nearly three times as large as the 10-cent size. By saving in packing it offers you 10 per cent more for your money. See how long it lasts.

Do You Know the Wealth of

Energy

That Lies in Quaker Oats?

There is one grain in which Nature stores an exuberance of vim. Fed to mankind or to animals, it breeds spirit and vitality.

For ages men have known this. Among the intelligent, children all the world over are being brought up on this grain.

Quaker Oats presents this grain in its most delicious form. It brings it to you in large, luscious flakes, matchless in taste and aroma.

The result is, children love it. They eat an abundance. And every energy-laden taste becomes a new source of vivacity.

That's why the mothers of a hundred nations now send here for Quaker Oats.

Quaker Oats

Is Vim-Food Made Delightful

No puny grains—which lack in flavor—are used in Quaker Oats. We pick out only the big, plump grains, so we get but ten pounds of Quaker Oats from a bushel.

We apply dry heat, then steam heat. Our process enhances the flavor. Then we roll into large white flakes.

You get those luscious flakes — and those alone — when you ask for Quaker Oats. And they cost you no extra price.

You get this food at its best. You get it in tempting form. Because of these facts, a billion dishes are now served every year.

Please remember this. We are making this food to delight you, and you owe to yourself that you get it.

Quaker Cooker

We have made to our order — from pure Aluminum — a perfect Double Boiler. It is extra large and heavy. We supply it to users of Quaker Oats, for cooking these flakes in the ideal way. It insures the fullness of food value and flavor. See our offer in each package.

10c and 25c per Package
Except in Far West and South

Copy poorly adapted to high-class woman's publication, because of exaggerated language and sensational tone

Digitized by Google

A Lace Year Again

Therefore—

A wide selection of Quaker Laces reflecting inspired European styles, unquestioned taste, conceded beauty!

Quaker Laces in the newest motifs, freshest notes — all crystallized in authoritative American styles!

Quaker Laces suited to Russian Tunic Effects, to over-drapes, to flounces, to ruffles!

Also Quaker Lace novelties—flesh-colored laces, delicate Chantillys, 42-inch flounces, Margot flounces, Combination Camisole flounces!

We have anticipated Fashion's trend—created new Quaker designs in American styles ready for the moment. The moment is now.

The "fascinating feminine" has but to choose! Simply let her look for the blue card with the Quaker head atop. That adds *authority* to her selection.

QUAKER LACES

Send for the Quaker Book of Fall Fashions, containing style suggestions for women's gowns, waists, lingerie, etc. Free on request.

QUAKER LACE COMPANY

PHILADELPHIA

Makers of Quaker Laces, Quaker Curtains and Quaker Craft-Lace

Refined and charming; very nearly ideal for high-class woman's publication

Digitized by Google

only a few, are among the valuable means of appealing to women.

For the same reasons the language used in the text should be absolutely correct, with a slight leaning toward formality and dignity. Colloquialisms, slang, technical lingo, are alike dangerous. On the other hand, figurative expressions that bring to the mind pleasant associations increase the effectiveness of the appeal.

If reason-why copy is used—and in some cases it is appropriate—the arguments that appeal most are those in which health, beauty, pride, style, the maternal instinct, cleanliness, or economy are dominant. Evidence of facts and figures is ordinarily useless. In selling such a food product as beans, for example, it does not help the cause to give copious statistics as to the number of bushels of beans used yearly, or the number of tin cans required to pack a month's supply. Such evidence harms rather than helps, because the associations of thousands of tin cans is not pleasant and, incidentally, takes away from the individuality of the appeal. A better kind of evidence is that of authority —the testimony of some prominent man or woman, such as Anna Pavlowa, Dr. Wiley, or the Castles.

A large proportion of women, of course, are influenced by the bargain appeal, as is evidenced by the advertising of retail and department stores. Premiums, likewise, are useful as an inducement. Even the coupon system of the United Cigar Stores Company exists largely for the benefit of women, as may be ascertained by a casual survey of the catalogue of premiums, or by an inspection of the premium departments of these stores. It has also been found valuable to feature samples, booklets, and the like in the copy,

Digitized by Google

Which would you have chosen in this Perfume Test?

THE test was made by 103 representative women, comparing six perfumes—three of which were the most popular foreign perfumes and three were domestic, made by Colgate & Co. Over ⅔ of the 103 women chose Colgate's in preference to the imported. Before making the test 61 of the 103 said they preferred a foreign perfume, yet when the influence of a foreign label was removed 41 of these 61, or ⅔ of them, chose Colgate's first.

Every woman will be interested in the story of this test

It shows very clearly that selecting a perfume because it has a foreign label does not necessarily result in a woman's getting what she really prefers.

The test was conducted as follows by two impartial judges (Mr. F. N. Doubleday of Doubleday, Page & Co.: Mr. S. Keith Evans of the Woman's Home Companion). They purchased three of the most popular imported perfumes and three Colgate perfumes—all in original unopened bottles. The judges poured the perfumes into six plain bottles, numbered from one to six, and kept a record by which they alone knew which number represented each perfume. From time to time strips of Perfumers' Blotting Paper were scented from the numbered bottles under the supervision of the judges, and these were used in making the test. The 103 women represented business women, the stage, the editorial staffs of two women's magazines and college women. Each was asked to name the perfume she was in the habit of using and was then given 6 strips of the scented paper numbered 1 to 6 corresponding to the numbers on the bottles. She was asked to make a first choice, a second, a third, etc. Record was kept of *all* selections.

When the tests were completed the judges took the record, and inserted the names of the perfumes in place of the numbers from the key which they alone had. The result was then announced to Colgate & Co. It was a daring test—inspired by the confidence which we had in the superiority of our perfumes. How is your choice of perfumes determined? By what you really prefer or by a foreign label? Is it not possible that a domestic label is keeping you from the enjoyment of the particular perfume you would naturally select?

This is the Way They Chose

First choice of 28 women, Colgate's Florient
First choice of 26 women, Colgate's Splendor
First choice of 18 women, Foreign Perfume 4
First choice of 12 women, Foreign Perfume 2
First choice of 10 women, Foreign Perfume 5
First choice of 9 women, Colgate's Eclat

Note these little stories of women who had been buying a label rather than a perfume:

A prominent actress, who had previously used a certain French Perfume, which happened to be in this test, placed that perfume *fourth* and Florient first.

A prominent member of the junior class of Vassar College chose Colgate's Florient although it was not the choice was her favorite perfume was in this test, and accorded that perfume fifth place.

Three Smith College girls in like manner passed by their undirected *second* choice and two chose Splendor, one Eclat.

An editor of a well known woman's periodical, whose profession brings her in touch with all that is best in perfumes, foreign or domestic, chose Colgate's Splendor after expressing a preference for a famous French perfume included in the test, which she put in second place.

Would You like to make the Test for yourself?

If so, we will send you three Perfumers' Testing Strips, three miniature vials of the Colgate Perfumes—Florient, Splendor and Eclat—and an extra strip of paper so that you can make a comparison between Colgate's and the perfume which you may now be using.

This test will not only be valuable to you but can be used as an interesting form of entertainment for your friends. We will send full instructions as to how to make the test. Your name and address and a 2c stamp for mailing will receive prompt attention.

Write today for details showing how to make the test yourself

COLGATE & CO., Perfume Contest, Dept. 45, 199 Fulton Street, New York

Effective reason-why appeal to women

Digitized by Google

PACKARD

BEAUTY is a human necessity. Taste is the faculty of discerning it.

Every time we make a selection for ourselves, our home or our friends, we are revealing our true selves, and putting ourselves on record as possessing taste or lacking it.

As we read the story of the ages we are reminded that certain qualities which men have woven, and carved, and infused into their works have lived because they have satisfied human demands; and while it is true that some will manufacture the things the many require, it is also true that the many will demand better things.

Prestige of the producer increases in direct ratio as raw material is advanced from the level of mere utility to the higher one that seeks also to beautify and convey esthetic satisfaction.

FROM A MONOGRAPH ON "TASTE" PUBLISHED IN THE GRAPHIC ARTS

Ask the man who owns one

PACKARD MOTOR CAR COMPANY DETROIT

The perfect balance and restraint of this copy and its arrangement wins confidence

Digitized by Google

as an inducement to response. Free gifts have been responsible for the success of many articles advertised to women.

A difference, of course, should be made between the different classes of women's publications, but this difference is not one caused by the functions of the publications, but rather by their social class determined by the price. From the twenty-five cent publications, like *Vogue,* to the five cent, like *McCall's,* and to the even cheaper publications, like *Comfort,* with their circulation lodged in the small villages, a large proportion of the space is taken up with fashions; the remainder with household suggestions and stories of a sentimental character. The differences between the publications are largely social, not functional. The appeal is the same except that in the more expensive publications the appeal of style, beauty and exclusiveness is greatest; whereas in the cheap publications, the bargain appeal takes first place.

In the cheaper publications, too, the language may be simple and approach more nearly the language of farm paper advertising. In the high-priced publications, on the other hand, whole sentences are given in French, frequently without translation. Only a small proportion of the readers probably understand what is said, but all of them feel the compliment. It is simply an extreme case, illustrative of the fact that suggestion is more important than direct meaning in the text of advertisements to women.

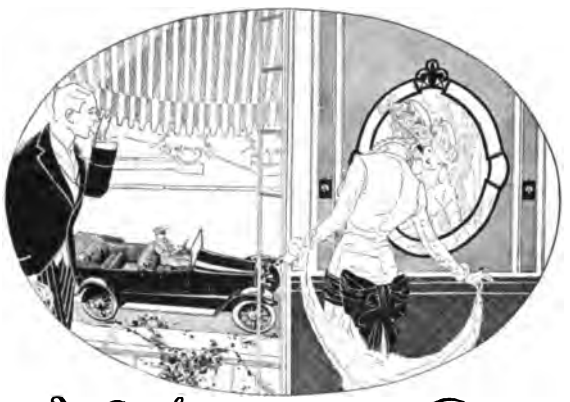
MISCELLANEOUS COPY PROBLEMS

The classes discussed above are by no means all those which are reached by special publications. There are children's magazines, religious periodicals, sport-

Digitized by Google

The chief merit of this copy lies in its suggestive power. Note the use of French

Digitized by Google



A Woman of Charm

CHARM is a genius for being effective, whether in appearance, in manner, or in deed. To a woman of charm no situation is really difficult and no detail unimportant.

For much the same reason the new Jeffery Chesterfield Six waiting at the door, has a significant charm. Its appearance is effective. It embodies that height of style brought out by a certain smoothness of line, as if the design were naturally perfect from the beginning and not an evident effort to be fashionable.

There is no sense of effort about a Jeffery Chesterfield. It instinctively does the right thing in the right way; it looks the thoroughbred it is.

Many Jeffery Chesterfields are upholstered, not in leather, but in whipcord of the owner's favorite shade.

You could have one that way too.

Jeffery

The Thomas B. Jeffery Company
Main Office and Works, Kenosha, Wisconsin

A subtly flattering appeal to a woman's personal taste

Digitized by Google

ing and theatrical papers and innumerable others, each with its own special copy problem. It can generally be solved, however, if the writer will take the trouble to gain a fair knowledge of the characteristics of the class and then write the copy from their standpoint. Only when this is done can advertising reach its highest point of efficiency. The too general practice of constructing an advertisement for a general magazine and then inserting it with practically no change in children's magazines, business magazines and women's magazines is wasteful. While it may be true that the buyers are the same people, no matter where they see the advertisement, there is a vast difference in their mood and attitude in reading different publications and that attitude is carried over from the reading pages into the advertising copy. All advertising copy in class publications of whatever type should be built according to the Golden Rule of adaptation to the reader.

Digitized by Google

CHAPTER XXI

COPY AS AFFECTED BY DISPLAY

Relative importance of display and text — The factors that attract — Publicity copy — Inquiry copy — Type display — Headlines — Tying up display lines to text — Tying up text with illustrations — Expansion and condensation of text.

RELATIVE IMPORTANCE OF DISPLAY AND TEXT

THE message of an advertisement is conveyed by various symbols. By general consent they are divided into two classes: words, or the "copy" or "text"; and illustrations, color, type, ornament and texture, or the "display." Few copy-writers are able to execute the display; fewer artists are able to write the copy. The matter of combining the two so as to reach their greatest effectiveness is therefore difficult.

Three methods are in common use. The first, and poorest, is to have an artist arrange the display and then have a copy-writer build the text to accompany it. Copy written under such conditions is likely to be "a hole in the advertisement filled with words." A better method is to write the copy first and then have it properly displayed by an artist. Best of all is the method of having both text and display handled together by the copy-writer, even though an artist may later be asked to execute the finished illustration and layout. At any rate the writer of the copy should be

Digitized by Google

in control of the advertisement and see that text and display are properly related.

An advertisement should be a unit. Unless its text and display work together in harmony a large part of its effect is bound to be lost. The builder of the advertisement should visualize it as it will appear in the pages of the publication. Many copy writers never write a word of the text until they have made rough layouts in the size and shape demanded and with sufficient detail of illustration and display elements to enable them to work intelligently with the finished product always in mind. They follow this practice whether they want an advertisement that consists largely of illustrations and other display elements, or an advertisement that is wholly or almost wholly text.

People are interested in advertisements by very much the same elements that interest them in books or magazine articles. These are, roughly speaking, the subject, the advertiser, the picture, and the headline. When a man is interested in buying a motor boat he will, of course, pay particular attention to advertisements of motor boats and engines. So with any other article. That is one reason why publications that have obtained a large amount of advertising of some particular type of articles find it easier to get others. Buyers naturally look to this publication to find the latest announcements of different firms in the field, and thus get as large a basis as possible for comparison.

As the people who are interested in the subject are the best of all possible prospects, a bulky advertising section, which lessens the attention value of any individual advertisement, frequently counterbalances the loss by an increased interest value. Readers turn

Digitized by Google

to this section as they turn to the market section of a city, where most of the stores of the kind in which they are interested are grouped. It sometimes happens that a publication of no intrinsic merit for a certain field has acquired it through the advertising of different firms in that field, and has become a good medium for automobile advertising, for educational advertising, for sporting goods advertising, and so on.

THE FACTORS THAT ATTRACT

Some readers are interested in the name of the advertiser. This is true, however, only of a small percentage of advertisers and those of commanding importance in their fields. The names of Tiffany, Colgate, Pillsbury, or Waterman, have some value in attracting readers, a value that has been built up by a long process of advertising or long experience in doing business. There was a time when the advertisements signed by Seymour Eaton or Thomas W. Lawson were read because of the author's name, just as the stories of Jack London, Robert W. Chambers, or George Randolph Chester invited reading simply because of the author's reputation. Many advertisers who have not this reputation or any past history to fall back upon adopt the same method with poor results. The names of Jackson, Lee, and Jones bring no particular suggestion to the average mind. It is, therefore, inadvisable for such an advertiser, or any new advertiser, to place his name in the most prominent position in the advertisement, or to make it in any way the dominant factor in the display. It does not attract readers.

Unless readers are interested in the subject or in the name of the advertiser the attraction must come

Digitized by Google

either through the illustration or through the headline. By illustration, of course, we mean not merely a picture, but also any display factor which is in itself alluring. As a rule, however, people are interested most in pictures. More than half of the people who read a magazine story look at its illustrations first. Only those magazines which appeal to the cultured, discriminating reader can afford to dispense with illustrations. In just the same way, only those advertisements which have their appeal largely to intelligence can afford to neglect this important factor of attraction.

PUBLICITY COPY

In advertisements that exist largely for publicity, i. e., for getting the attention and interest of as large a number of readers as possible, the illustration may be the dominating feature. The artist should be allowed the greatest amount of space and the best opportunities. The picture is all-important; in fact, sometimes it tells the whole story. This method of advertising is especially good for the commoner food products, such as prepared cereals.

The Kellogg Toasted Corn Flake Company recently held a competition for artists with a first prize of $1500. The pictures were simply to deal with child-life in such a way as to advertise Kellogg Toasted Corn Flakes. It was the theory of the advertiser—doubtless the correct theory—that an attractive illustration of child-life, with a taste suggestion, would do more to sell his products than any amount of text. His main object, therefore, was to get these attractive illustrations, and for that purpose he was willing to pay a large sum to have the work done by the best artists

Digitized by Google

that could be secured. The advertisements of Cream of Wheat likewise are almost entirely illustration—only the name of the article and some caption are usually added. Such a method is, of course, ideal for these cases. It would not be good, however, for some article of less common use or less extensive distribution.

INQUIRY COPY

Where the purpose of the advertisement is to get direct orders or inquiries, the picture and other display elements are much less important. The text is the all-important thing. Many advertisements of this type are shockingly bad in appearance, full of closely printed matter, broken up into small, ugly-shaped chunks, unbalanced, full of smudgy lines—the kind that have been aptly called "eye-killers." Yet frequently they produce an astonishing volume of business. Regardless of their form they contain the facts the reader wants. This type of advertisement is frequently called the mail-order type, because it is used in the great majority of mail order propositions.

Even where the picture is used in mail order copy, frequently it is not wholly or even mainly for attraction. Often it is the illustration of the article to be sold, or of the booklet to be sent upon request. It is rarely that the whole story should be told in the picture and it should usually be subordinated in size and in other ways to the text.

Between the extremes of pure publicity advertising and mail order advertising are all gradations. Most advertisements combine the purposes of publicity and inquiry-getting. From the stress laid upon these two purposes, roughly speaking, depends the relative im-

Digitized by Google

portance of display and text. Other factors, of course, enter, such as the degree of education and culture of the class appealed to and the size and importance of the advertiser. These, however, have already been sufficiently considered. In general, the small unknown advertiser should place his reliance upon text rather than display.

In advertisements that exist mainly for the sake of direct inquiries and orders, and in most other advertisements that depend largely upon a reason appeal, copy is more important than display. Frequently it is only necessary to see that the display does not detract from the message in words. Even if it does detract, the advertisement may pay, because of sufficient strength in the copy and thus lead the advertiser to the erroneous conclusion that artistic quality is of no importance. Good copy often succeeds in spite of poor display; it succeeds better when coupled with good display.

TYPE DISPLAY

The simplest form of display is created by setting important points of the copy in bold-face type. There should not be more than three points emphasized in this way; otherwise there will be too many things competing for attention at once. Moreover the continuous use of a single method of emphasis nullifies its value for its purpose. Three display lines work well together. Two are often enough.

These display lines should be in proper position and sequence. The theoretically ideal form is to have the most important one at the top, as a headline; the second at the optical center; and the third at the bottom. Taken together the three display lines give the

Digitized by Google

gist of the message. This theoretically ideal form is found in a surprisingly large number of advertisements, and is capable of many effective variations. There are, however, other arrangements of display lines that are equally effective.

HEADLINES

In a large proportion of advertisements the headline is relied upon to secure attention and interest. Even where display first draws the eye, a headline is frequently necessary as a secondary attraction to secure a reading of the copy. The difference between two headlines has often been the difference between success and failure in an advertisement. It is said that the simple change of a headline from *Cold Feet* to *Warm Feet* greatly increased the productiveness of a medical advertisement. For this reason it is wise to study some of the fundamental requirements of good headlines.

A headline may be regarded somewhat in the light of a title to a magazine story or a newspaper item. There is a slight distinction to be made, however, between headlines for inquiry-getting advertisements, and headlines for publicity advertisements. In the latter case the headline, like that of a newspaper article, may tell the whole story, or the most important part of it. In the former case, since results depend upon complete reading, the headline is more like that of a magazine story; it aims to stimulate curiosity. In either case it should be short, specific, apt, original, and interesting.

These requirements are not of equal importance, nor is it possible to make every headline conform to all of them. Any one of them may be sacrificed for good

Digitized by Google

reasons. They are, however, good working principles, which may be followed in the majority of cases.

HEADLINES—BREVITY

Brevity is an obvious necessity, for reasons that have been made clear in the section of this volume that deals with psychological factors. Four words are about all that the average eye and mind can grasp at a single glance. This does not mean that no headline should contain more than four words. It means that undue length should be avoided. Such a headline as *"The Thrill of Leading a Great Orchestra in Great Music is Yours"* might profitably be contracted to *"The Thrill of Leading a Great Orchestra is Yours."* In the revised headline there are more than four words, but only four word-groups.

The advantage of brevity may also be seen by comparing such a cumbersome headline as *"Ask the Man in the Street what he thinks of the Chalmers Automobile"* with the crisp headline actually used, *"Ask Bill."*

If the headline must contain more than four words it is wise to put only four or five on one line. For example:

"Build a $5000 Business
of Your Own—Be Independent"

or

"A Summer Without Rent
and Housework Only Play"

It should be noted that the second line should be shorter than the first. To accomplish this it may be necessary to set the second line in smaller type than the first.

Digitized by Google

HEADLINES—SPECIFICNESS

The headline should be specific. Such generalities as *Wisdom, The Truth, Character and Reputation, Easy Economies,* or *Cheapest and Best* have little value for the average reader. The broad, sweeping statement passes over his head where some definite fact, such as *"$200 Buried"* or *"Average Profit $2.90 per tire"* would catch his attention instantly. Laboratory tests of the reading of advertisements have proved conclusively that a specific headline is much more certain to lead to a reading of the advertisement than a headline that is vague and general. This fact can be seen also from a comparison of the following two headlines for the same automobile.

"Best two passenger automobile in the world at anywhere near the price."

"This chain of evidence proves Saxon worth."

Or again compare the two following headlines:

"Here are two favorites; take your choice."

"I want you to choose between these two shapes."

The latter headlines were each used with a piece of mail order copy for cigars, which were the same in display and substantially the same in text. Each illustrated two shapes of cigars. The second advertisement proved far more successful than the first and the success was due largely to the more specific command of the second headline.

HEADLINES—APTNESS

Closely connected with the requirement of having the headline specific is the requirement of having it apt.

Digitized by Google

"Blind" headlines, such as *"Burglars"* for a breakfast food; *"Off Key"* for a coffee substitute; *"How Very Comfortable"* for soap are of no particular value. Even though they may lead to reading of the advertisement they do so by deceit and do not strengthen the power of the copy. Many others, such as *"Safety"* for revolvers, or *"A Narrow Escape"* for insurance, while they have a certain amount of appropriateness for the article advertised are still lacking in aptness because they are equally appropriate for many other articles. *"White sheep give more wool than black sheep—there are more of them"* is not only faulty in its extreme length, but in its total lack of aptness for a typewriter, which was the article advertised.

White sheep give more wool than black sheep—there are more of them.

REMINGTON stenographers do more of the world's work than other stenographers—there are more of them.

Nature only knows why there are more white sheep than black.

All the world knows why there are more Remington operators than others.

REMINGTON is the machine in which the most operators have confidence—and the machine which gives them the confidence to make good.

REMINGTON is the machine in which the majority of good business schools have confidence—the confidence to turn out competent, efficient operators—the thing on which the very life of these schools depends

REMINGTON is the machine in which business men and business houses have confidence—because the big majority of good stenographers are Remington trained and "go to work the first day without breaking in"

12,500,000 Remington letters mailed in the United States every business day in the year.

Isn't that the answer to the question, "which machine?" for your office?

Throughout the world Remington is a synonym for typewriter efficiency It is the voice of the business world.

Remington
Typewriter Company
(Incorporated)
New York and Everywhere

"Blind" headline

The deficiency of such blind headlines is all the more apparent when we consider such apt headlines as *"Get a full measure of light"* or *"Three lamps for the price of one."* If it is impossible to have apt headlines otherwise, the name of the article or of the advertiser may well be used, as for example, *"An eight cylinder Cadillac."* This may be deficient from some other

Digitized by Google

standpoints, but there is no question as to its aptness. Probably it would be sufficiently interesting to attract the attention of the best prospects.

HEADLINES—ORIGINALITY

The requirement of originality in a headline is not based on ethics, although it is obviously unfair for an advertiser to appropriate to his own uses a headline formulated and successfully used by somebody else. Original headlines are necessary because most headlines that have been used to any extent have lost their power to attract attention. Such headlines as *"Do you know?" "Are you interested?"* and the like are obviously worn out. *"Safety First"* has recently been used too extensively; likewise *"Our prices have not been raised by the war."* The headline *"Always Young"* was used for two advertisements in a single issue of the same publication. Many other instances could be cited of headlines that lack originality and therefore attractive power.

HEADLINES—INTERESTING NATURE

As has been indicated already, there are several possible sources of interest in the advertisement. So far as the headline is concerned, the three possible types of interest are: subject interest, advertiser interest, and reader interest. The latter is normally of greatest value. A headline with the word *you* in it, especially if it contains an appeal to some fundamental human emotion, such as ambition, curiosity, or desire to save, is likely to appeal. The following will illustrate:

"Are your hands tied?" "Will you drive six screws to save $11.25?" "Build your own house in two hours."

Digitized by Google

Obviously the word "You" cannot be used in all headlines. The requirement of originality sometimes suggests some other form as preferable. *How* and *Why* titles have a strong factor of human interest, as for example:

"How a world-wide business
grew from this old kettle."

Such forms have the added advantage that they appear to be the beginning of an answer to an implied question; therefore the reader will go on without appreciable pause.

It is frequently desirable to have some word in the headline that will automatically select the right class of readers. The word *pipe,* for example, would attract smokers, as in the headline, *"A hot letter from a pipe smoker," "The man with fifteen pipes and what he said,"* or *"The smuggled Calabash." "Earn your college expenses"* would automatically pick out students.

There is one special phase of self interest which might perhaps be mentioned in this connection. Aside from the fundamental emotions and instincts of human nature there are frequently temporary interests induced by current events, by the approach of holidays, or by some other outside stimulus. This temporary interest is frequently made use of to good effect: *"The War—How Will It Affect You?" "War—in the Encyclopedia Brittanica,"* and the like, are headlines that make use of this temporary interest of the reader. In one issue of the *Saturday Evening Post* shortly before the Christmas Holidays more than half the advertisements contained either the word *Christmas* or the word *gift.*

Digitized by Google

Is Your Wife Helpless or Dangerous—

in these times when *more idlers* make more *burglars* and *brutes*?

10 Shots Quick

THESE times make more idlers. More idlers mean more Burglars and Brutes. Burglars and Brutes break your house; shock your wife into permanent hysteria and mark your children with a horrible fear for life.

A ten shot, easy-to-aim Savage Automatic converts your helpless wife into a dangerous defender of her children—more dangerous to face than a mother grizzly bear.

Fathers, it is a serious duty in these times to arm your home by day and by night with a Savage Automatic—the one arm which every Brute and Burglar fears. They fear its 10 lightning shots, 2 to 4 more than others; they fear the novice's power to aim it as easy as pointing your finger. Therefore take pains that you get the Savage—the one the thugs fear.

As harmless as a cat around the house, because it is the only automatic that tells by glance or touch whether loaded or empty.

Take home a Savage *today*. Or at least send for free booklet, "If You Hear a Burglar," written by a famous detective.

A Brand New Savage Rifle

This .22 Tubular Repeater has all the original Savage features—hammerless trombone action, solid breech, solid top, side ejection, etc. Price $12.00. Send for circular.

SAVAGE ARMS CO., 79 SAVAGE AVENUE, UTICA, NEW YORK

THE 10 Shots Quick SAVAGE AUTOMATIC

Negative headline of doubtful value

There is one further requirement of headlines that applies to publicity advertising and to some extent to inquiry-getting advertising. A headline should ordinarily be positive. If the headline "*Decayed Teeth*" were seen in connection with the name of a dentifrice the association of ideas would be unpleasant unless the

Digitized by Google

whole of the copy were read. Of course, the whole copy is read only in a small percentage of cases. For this reason we should avoid such headlines as *"Is your refrigerator poisoning your family?"* or *"A man would die in the first alcove"* unless the advertising exists almost entirely for purposes of inquiry-getting. Even in cases of this kind they are dangerous on account of the unpleasant, negative suggestions they contain.

TYING UP DISPLAY LINES TO TEXT

Headlines and other display lines should be regarded as integral parts of the copy and as such should be tested according to the principle of coherence. The headline should be closely connected in idea and tone with the copy that follows; otherwise the interest it secures is not transferred to the smaller type of the text matter.

The text that follows the headline should either explain it, or relate to it in such a way that the reader's attention is led from the one to the other without strain. If he is attracted by the headline but finds that the first paragraph of the text is not closely related to it, he is not likely to read far. For example, in the headline, *"Balanced Heating Guaranteed,"* the stress is laid upon the word *guaranteed.* The text that follows should, therefore, explain not only what *balanced heating* means, but also how this furnace *guarantees* it. Again, in the headline, *"This Roofing Never Costs a Cent for Maintenance,"* we have a direct, positive statement. If the first paragraph of the text begins negatively, "It 's false economy to put your money in a cheap roofing," something of the attention-value of the headline is lost. The headline

Digitized by Google

Sixty Years of Knowing How

Our Evening Dress Clothes—Men's and Young Men's—are the very finest that our Sixty Years of Knowing How can produce.

Stein-Bloch Smart Clothes

are sometimes called dear—but—when rightly estimated—they really are the cheapest.

The Stein-Bloch Co.
Rochester, N. Y.

Our Young Men's Dress Suit

There is no connection between illustration and headline. The advertisement attempts to do too many things at once

Digitized by Google

The Charm *of* Health

RADIANT is the woman in whose body and heart and soul there is health; pitiable she whose body is sick. Health means happiness, and happiness charms even the birds of the air. For a quarter of a century

ANHEUSER-BUSCH'S

Malt-Nutrine

has spelt Health and Happiness to many thousands of women who were sick and unhappy. The rich, wholesome malt and tonic hops are Nature's own restorative in the most concentrated and effective form. It builds the body into strength, beauty and usefulness.

Your grocer and druggist have it

Malt-Nutrine, when mixed with milk or sparkling water, makes a most palatable and healthful drink. Malt-Nutrine declared by U.S. Revenue Department a pure malt product, not an alcoholic beverage. Contains 1¼ per cent malt solids—1.90 per cent alcohol.

ANHEUSER-BUSCH · ST. LOUIS, U.S.A.

"Booklet 61 (beautifully illustrated) sent free on request."

The chief elements displayed are totally unrelated

Digitized by Google

and the beginning of the text should have the same point of view. The name of the article, or other display line, should not be inserted at the optical center unless it can logically be connected with the ideas in the text that precede and follow.

TYING UP TEXT WITH ILLUSTRATIONS

Much the same principles apply to the connection of the text with illustrations. There should be no doubt in the reader's mind as to the aptness of the illustration when he reads the text. Yet oftentimes we find in advertisements text that has nothing whatever to do with the illustration that drew our attention. It indicates lack of team work between the artist and the copy-writer, which could have been obviated had the man who wrote the copy made himself responsible for the layout and illustration as well.

The harmony between illustration and text should not be merely in the matter of the direct connection of ideas. It should be in their tone or style as well. No argument is necessary to show that a fine line drawing does not belong with the rough, colloquial, slangy text of Prince Albert tobacco, or that heavy crayon or charcoal drawings do not belong with the dainty descriptions of silverware. Vigorous, argumentative copy should not be set in dainty or frivolous type. On the other hand, copy with an appeal to the senses or sentiment should be displayed with some dignity and refinement. Cheltenham bold type and heavy rule borders would be hardly appropriate.

When the reader sees a frivolous picture of a ballroom scene it is somewhat of a shock to him to see directly below it *"Sixty Years of Knowing How,"* and it is a strain upon his attention to adjust to the new

Digitized by Google

point of view that such a headline implies. When he sees the negative illustration of a gray-haired old invalid it is hard for him to grasp the positive appeal in the headline *"The Charm of Health"* and perhaps equally difficult to see the relation of the stork picture to either of these elements. It is unsafe to assume that he will recognize the stork picture as a trademark. Again, when he sees a somewhat sentimental illustration of an old gentleman apparently talking to a little girl he naturally expects that the words below will be in the form of direct conversation or at least will have the same human-interest element that attracted him to the picture.

—If text and illustrations have unity of idea and of tone, usually no other connection between them is necessary. In some cases, however, notably in advertisements of mechanical or technical products, it is desirable to direct special attention to some one or two features in the illustration. This can be done in a number of different ways, most conveniently perhaps by loops and arrows pointing to the features in the illustration which it is desired to emphasize.

EXPANSION AND CONDENSATION OF TEXT

Sometimes the form of the illustration and the general layout of the advertisement cuts the space allowed for the text matter into small, odd-shaped pieces. This is, as a rule, to be avoided, because it always sacrifices the appearance. But sometimes it is necessary. If such is the case, the copy should be so written that the various units will fit exactly into their places. In other words, the text must be written to fit given spaces. To do this each space in the layout should be accurately measured by means of a ruler and the num-

Digitized by Google

There is no apparent connection between headline and text

Digitized by Google

Illustration and copy are not connected in idea or tone

Digitized by Google

ber of words of a given size type that will fit into the space should then be estimated.

This is only one of the cases in which expansion and condensation of copy are made necessary. Expansion is a comparatively easy matter, for it usually involves only the insertion of additional evidence or descriptive details. Condensation is more difficult. The formula for condensation is, briefly, as follows:

First—Omit all the clever statements—those which strain for effect.

Second—Omit all circumlocutions.

Third—Omit adjectives and adverbs that are trite or general.

Fourth—Omit all the statements which do not relate directly to the important one.

Fifth—Omit any examples or illustrative statements that can be spared.

It may be said, in passing, that publicity copy may nearly always be improved by condensation. Copy that is intended to produce orders or inquiries should contain all the material possible within reasonable limits. In all cases there should be no multiplication of words, though there may be multiplication of ideas.

The general principles for relating text to display which have been given in this chapter are affected, of course, to some extent by the nature of the audience and the medium used, as discussed in previous chapters. The writer, however, who uses them as a basis will find it easy to adapt them to suit special conditions.

Digitized by Google

Digitized by Google

PART IV

ADVERTISING DISPLAY

Digitized by Google

Digitized by Google

CHAPTER XXII

THE FUNCTIONS AND ELEMENTS OF DISPLAY

What is display? — Some misconceptions of art — What art really is — The elements of advertising display: color, illustration, ornament, type, texture, form — The function of display.

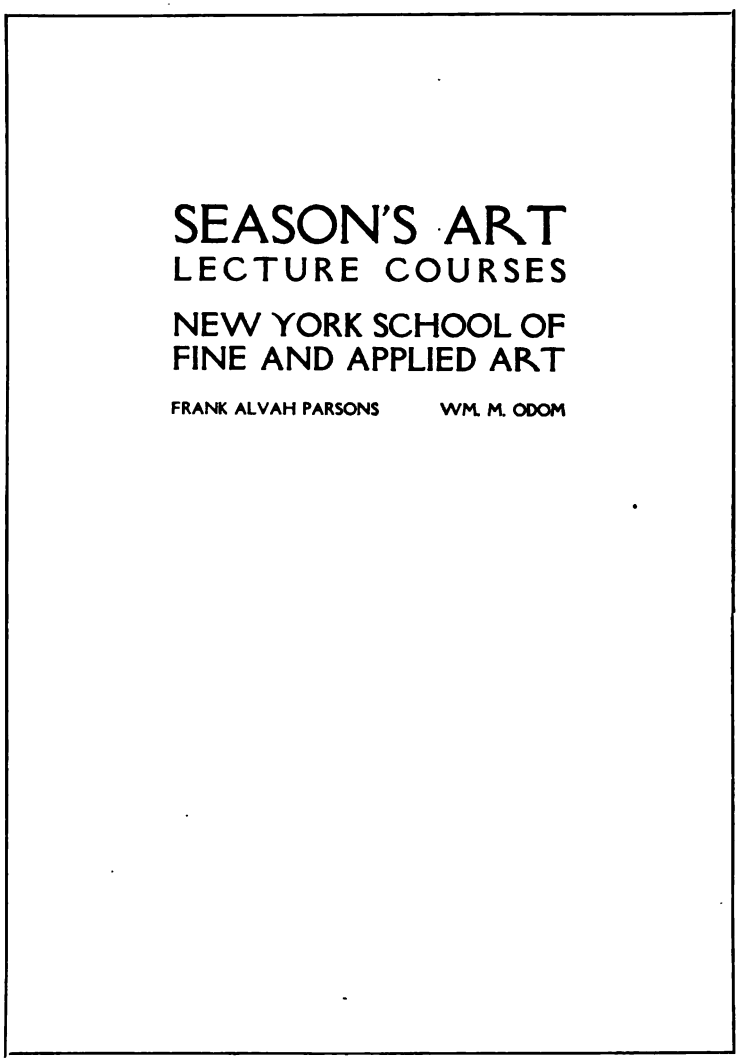
WHAT IS DISPLAY?

THE term "advertising display" implies first of all a knowledge of the meaning and scope of some terms usually misapplied when treating of this subject. The layout of this display has been entrusted mainly in the past to the so-called commercial artists, or, worse still, to one with a less clearly defined understanding of what the following terms mean.

SOME MISCONCEPTIONS OF ART

The term "art" is perhaps the vaguest of all these; so let us attempt a description of this first. One of the best ways to see what a thing is, is by the process of elimination; hence, let us see what are some things art is not. The term "antique" has been synonymous with the term "art" in the public mind. We need to know that the art quality may be present in an antique as well and no better than in a modern thing. If a thing is good which is old it is so in spite of the fact that it is old and not because of it, for age is not the requisite for art quality.

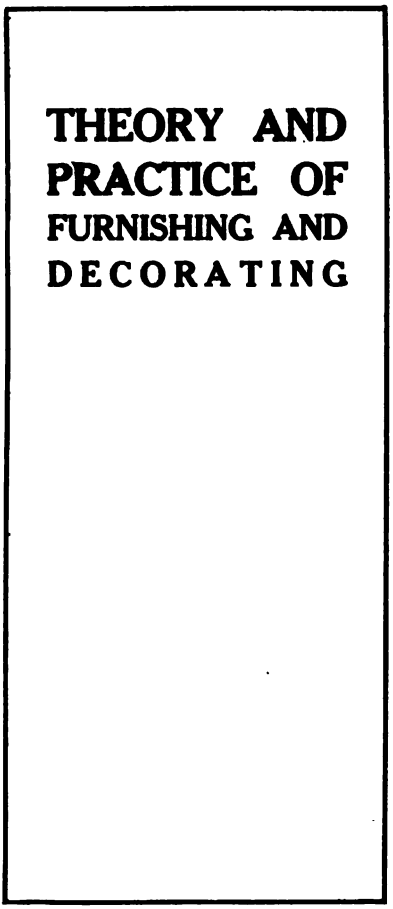
Digitized by Google



Booklet cover with display well placed and well distributed in three masses

Digitized by Google

The term "prettiness" has stood for beauty and, therefore, for art until the public consciousness scarcely realizes that art and beauty are permanent truths, while prettiness is a quality pleasing the eye for the instant without any appeal to human intelligence. Art is not prettiness.



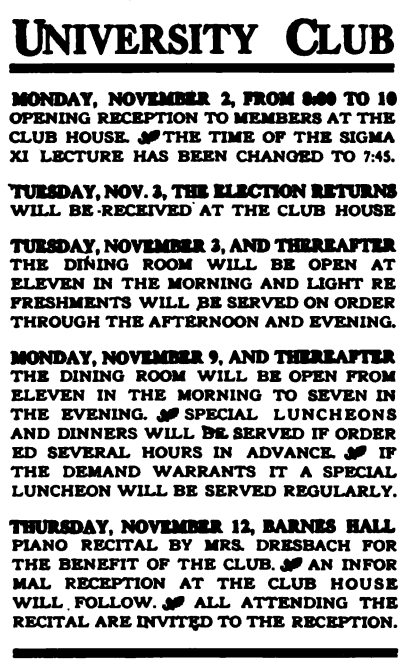
Booklet cover with border enclosure of good width, type matter well placed in one mass

Pictures of all sorts and kinds have seemed to be essential to the idea of decoration in the minds of many, so that their use in the most detailed naturalistic form has not only crept into the matter of decorating china, wall papers, rugs, and other useful articles, but has become seemingly a necessary adjunct in advertising display, when by their use the result is ugly, misleading, and totally irrelevant to the idea. Decoration or decorative art is based on law. A knowledge of this law changes one's attitude to art in advertising. And then again it is an error to suppose that all persons who possess technical

Digitized by Google

skill in drawing either the human figure or other objects can be classed as artists or are fit to choose or advise in matters of advertising display.

When any new useful object has appeared in the history of any race it has done so because there was a decided need or call for it, or because of the lives and activities of the people who developed it. Cathedrals rose in response to the almost fanatical demand for a place sufficiently large for the town or city to assemble *en masse* for discussion, rest, religious expression, and social intercourse. The cathedral came, secondly, as a mass of symbolic expression, every part of which definitely and clearly embodied in tangible form the religious ideal of the time in which it was developed. Secular buildings and furnishings have exactly the same history. When man was ready for chairs, chairs came. When he required elaborate beds and more luxurious surroundings, these sprang up out of the instinctive desire for something to fill this need and the ability to create it. Pictures were in response to the necessity for a method of conveying religious facts


UNIVERSITY CLUB

MONDAY, NOVEMBER 2, FROM 8:00 TO 10 OPENING RECEPTION TO MEMBERS AT THE CLUB HOUSE. ☞ THE TIME OF THE SIGMA XI LECTURE HAS BEEN CHANGED TO 7:45.

TUESDAY, NOV. 3, THE ELECTION RETURNS WILL BE RECEIVED AT THE CLUB HOUSE

TUESDAY, NOVEMBER 3, AND THEREAFTER THE DINING ROOM WILL BE OPEN AT ELEVEN IN THE MORNING AND LIGHT REFRESHMENTS WILL BE SERVED ON ORDER THROUGH THE AFTERNOON AND EVENING.

MONDAY, NOVEMBER 9, AND THEREAFTER THE DINING ROOM WILL BE OPEN FROM ELEVEN IN THE MORNING TO SEVEN IN THE EVENING. ☞ SPECIAL LUNCHEONS AND DINNERS WILL BE SERVED IF ORDERED SEVERAL HOURS IN ADVANCE. ☞ IF THE DEMAND WARRANTS IT A SPECIAL LUNCHEON WILL BE SERVED REGULARLY.

THURSDAY, NOVEMBER 12, BARNES HALL PIANO RECITAL BY MRS. DRESBACH FOR THE BENEFIT OF THE CLUB. ☞ AN INFORMAL RECEPTION AT THE CLUB HOUSE WILL FOLLOW. ☞ ALL ATTENDING THE RECITAL ARE INVITED TO THE RECEPTION.

Announcement card in single mass with perfect structure, pleasing margins and concentrated attention value

Digitized by Google

CONTROL of all the processes in the manufacture of an article, from the raw material to the finished product, assures uniformity of excellence and reasonableness of price obtainable in no other way.

Each process in the manufacture of **Jones & Laughlin Steel Company** products, from the mining of the ore to the finishing of the article, is conducted in works owned and controlled by themselves..

Works—Eliza furnaces and coke ovens, South Side works, Soho furnace and works, Keystone works, Aliquippa works. **Products**—Bessemer and open hearth steel, structural material, agricultural shapes, patent interlocking steel sheet piling, cold twisted steel concrete bars, steel chains, light rails, mine ties, spikes, wire nails, cold rolled shafting, axles, forging, tinplates, wire rods, barbed wire, power transmission machinery.

Jones & Laughlin Steel Company
The American Iron and Steel Works, Pittsburgh, Pa.

Single page from trade journal, showing interesting variation, perfect structure and well distributed attention values. A restful arrangement

and ceremonies, when written language was less developed. These were out of both the soul and the intelligence of those who produced them.

Digitized by Google

Advertising is a new science and a new art. It is a necessity because of modern conditions. Its breadth, growth, and development are along exactly the same lines scientifically as other forms of art expression, and its art quality is dependent upon exactly the same relationships as those of any other objects made out of materials, no matter in what age they were created.

"Men's Shoe Shop"

4 West 38th St.—Store Floor

Separate Store, A Step from Fifth Avenue

Important Sale (Today) Friday

Men's Shoes

Mahogany, Tan or Black Russia Calf Shoes, with Tan or Gray Cloth or Leather Tops; also Patent Colt, with Black Cloth or Leather Tops,

3.75

Regular Price $5.00

Men's Banister Shoes

All Styles and Leathers,

6.50

Usual $7.50 Value

Men's Thomas Cort Shoes

BENCH-MADE, HAND-SEWED

All Styles and Leathers,

8.50

Usual $11.00 Value

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts.

Newspaper advertisement monotonous in arrangement, wasteful in blank space arrangement, unorganized in form, unpleasant in use of many types

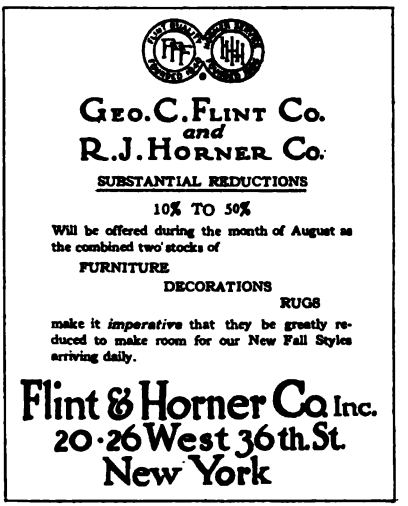
WHAT ART REALLY IS

Art is a quality, not the materials, nor person, nor age limit, nor pretty looks, nor other traditions. This quality has two distinct elements, each element of which must be seen by itself clearly. Every applied art must in the final estimate be judged by these.

The first element of the cathedral, the chair, even the painting, is the element of fitness to use, or function, as we shall call it. When a chair meets all the requirements of a thing to sit upon under the circumstances for which it is made, it expresses the first element of its artistic necessity. When an advertise-

Digitized by Google

ment expresses perfect fitness between its idea and the commodity, and then between the selection and arrangement of all the materials used in the advertising display, the advertisement has the first element of art present in it. If this is not true; if, further, it is inefficient in its power to sell, it loses a portion of one of the two elements to be reckoned with in the art concept.



Advertisement showing exceedingly bad distribution of copy as related to blank space. Lack of organization destroys interest and convincing power

On the other hand, inherent in the nature of man is the desire for beauty. He wants it because he's made that way. And when he does n't produce it and use it, it is only because he has a mistaken viewpoint as to what beauty is and as to how to express in his materials the beauty idea. This makes even beauty somewhat scientific, because the laws of choice and arrangement in any materials in which beauty is expressed may be fairly clearly stated and if followed will result at least in the training to appreciate the general combinations which result in beautiful creation.

Beauty then is not a matter of pure feeling, but a matter of feeling, or emotions, plus intelligence, or intellect. Persons who recognize that both of these powers are active in beauty development will be able to create in the advertising field results that are

Digitized by Google

beautiful as well as suited to the purpose. Beauty, indeed, becomes a distinct selling feature, since the desire or appetite for it is as clearly defined in the individual as the desire for companionship or the appetite for food or drink. It is a well-known fact that a man is more approachable in a business proposition after a good meal than before it. He is also more approachable when commodities are put before him in a beautiful form than when ugliness, unattractiveness or disorganization of material is the component accompaniment of the article.

Uninteresting, unorganized and badly placed copy, lacks interest

Men convey their ideas one to another through some form of language — sometimes by words, sometimes by actions, at other times by pictures, or in various ways ideas are expressed which have somewhat the same meaning to all persons who understand these symbols and their relationships.

THE ELEMENTS OF ADVERTISING DISPLAY

Advertising display is a language through which and by which the maker or seller of any commodity presents its qualities in a convincing way to the prospective buyer or consumer. So far as printed advertising is concerned at least, and in window dressing and many allied forms of display, the same laws of choice and arrangement of material obtain, modified

Digitized by Google

only by local or single instance conditions. Since advertising display is a language, it has a scientific and an artistic side, each of which must be somewhat understood to make the language effective.

It is a common error to suppose that "copy" is the only form of language in display and that all other matter used in the make-up of car cards, posters, newspaper and magazine ads, etc., is merely a matter of whim and personal desire. Copy is the first element only of the display language and has already been treated in another section of the book. The copy, however, has distinctly in mind a sequence of ideas which it is presenting to the public for consideration, arranged in such a way that certain definite quality conditions will be created and certain definite results expected. If this is true of copy, it is also just as true of the other elements of the advertising display language.

There are five distinct elements to be considered besides copy and each of these has its own clearly defined scope and meaning, conveying some ideas even clearer than words can. It is a sad thing when an illustration creates one impression and sets in motion one set of associated ideas in the reader's mind, while the copy in its choice, arrangement, and sequence declares at the same time an entirely different condition and set of ideas. The situation becomes even more confusing if the other elements in the display each asserts itself in its own particular way in irrelevant lines to either of the aforementioned elements of the language.

Color—The first and probably the most abused of all elements is that of color. While this subject is given a special chapter, it should be clearly seen at

Digitized by Google

the outset that every tone of color is scientifically and artistically capable of expressing and does express each its own definite idea. For example, if on a very cold night one finds his room unendurably chilly and sees before him two robes, each of heavy wool and equal in weight, one of these in light, clear blue, the other in deep, rich red, which will he instinctively use to create the feeling of warmth? Surely not the blue one. If instinctively red is chosen to create the atmosphere or condition of warmth of spirit or exaggerated action, it is worth using in exploiting those ideas in advertising. If, on the other hand, one finds the color blue to increase the initial coolness, put a damper on action, lull and soothe the excited nerves, certain qualities in advertising can well afford to take cognizance of this fact and use blue to express these ideas—thus supplementing the idea of coolness, restraint, restfulness, etc. This not only strengthens the copy which uses these ideas by repeating the impression, but also sometimes reduces essentially the amount of copy required to carry an idea.

THE MITCHELL VANCE COMPANY
836 AND 838 BROADWAY — AT THIRTEENTH STREET

Sale Announcement

RARE BARGAINS IN ELECTRIC FIXTURES

In order to reduce its large stock of Electric Chandeliers, Brackets, Table Lamps, &c. Will offer great inducements to buyers, in many cases at less than half the regular price.

Original models imported from England, France and Italy Masterpieces of artistic design in all periods together with some quaint examples of American handicraft. An unusual opportunity to secure individual fixtures for your home

Suitable for Wedding Presents and Holiday Gifts

Good distribution of blank space for attention value

Illustration—A second and very important element of this advertising display is that known as illustration, or picture. The term illustration is a broad one and must also have special treatment. It may include anything from a photograph or a carefully worked out, naturalistic, detailed delineation of any object, to a line sketch or decorative arrangement of

Digitized by Google

any idea which is to be submitted through display. The picture language is a general one, more general than any word language on earth. Even we understand somewhat the meaning of the picture language of primitive races and highly civilized ones like the Japanese or Chinese. We more than any other people, however, seem to require a strictly naturalistic, detailed, non-suggestive, pretty, finished and overdone representation of things to get any idea whatever from the illustrative or picture element.

The use and abuse of illustration is a matter for further consideration; but may it not be clearly seen even at this point that if we are advertising in copy one, two, or three definite ideas which we wish to have grasped in their relative order and are trying to create the idea of the quality of refinement or fineness, it is absolutely absurd to introduce a picture of some body or some thing which expresses none of these ideas or has none of these qualities. If we say a thing is refined, in words, our color and our illustration must repeat that idea. If we are advertising hosiery, the naturalistic bust picture of a grinning woman is not exactly relevant to the idea. Not only is such an illustration absurd, as having no relation whatever to the subject, but it is absurd to believe that any persons can think of two things at once, or that such a thing will not materially detract from the power of the individual ever to concentrate upon hosiery or its qualities. A new set of associated ideas is set in motion by this illustration in consciousness and the pertinent or relative idea of the copy stands little chance of again occupying the focal set.

Ornament—The third important element in art language is that known as ornament or decoration. Just

Digitized by Google

an allusion to this is necessary to see how important it is that a thorough study of the source of this ornament be made and that one attempt at least to know the significance of the most ordinary fixed ornamental ideas which are recognized in every field of civilized output except that of the printer and the advertising man.

In the first place, there is a difference between decoration and ornamentation. Decoration exists never for itself, but always for the thing before which it goes. When it becomes aggressive, impertinent, or ostentatious, and shows off before the main idea, it is in bad taste and is no longer decoration. On the other hand, ornamentation exists to show itself and uses the thing upon which it is applied as a vehicle for exposing itself.

This may be clearly seen in the following illustration. Some women know the difference between a lady and a manikin. Some don't. The former wear dresses in the street that make them inconspicuous and that allow them to go about their business unmolested by gaze or otherwise. There are some, however, that consider their function the same as that of the lay figure or model in a dress-making establishment, and they parade the streets to show clothes just as the model or lay figure parades them in the shop.

Decoration then must never appear more prominently than the copy or the other necessary material out of which the display is made. The intensely bad taste of elaborate borders, over-ornamented initials, grotesque head and tail pieces, is a matter of misconception as to the difference between the decorative idea and the ornamental one.

Again, historic ornamentation is the direct result of

Digitized by Google

the crystallization of ideas. These pieces of ornament have come to stand for certain ideas as clearly as words do. For example, the qualities of classic construction and decoration are expressed by Greek motifs. These qualities are primarily simplicity, sincerity and consistency. These motifs can scarcely be

COAL AGE BOUND VOLUMES FOR SALE

We have just received from the binders bound copies of Coal Age, Volume 1 (Oct 14, 1911 to June 30, 1912, inclusive) and Volume 2 (July 1 to December 31, 1912, inclusive). These books are bound in cloth and include the complete index to each volume. We have only a limited supply on hand.

PRICE PER VOLUME, $3.00 POSTPAID

COAL AGE, 505 PEARL STREET, NEW YORK CITY

Attractive, interesting and convincing arrangement within a horizontal oblong, dignified, restful, well built and pleasing

used except where great restraint or simplicity is desired. On the other hand, the motifs of the French Renaissance are out of the consciousness of the life in which men play—frivolity, insincerity, vanity, instability, and such like characteristics. Vanity boxes and allied products seem a little more relevant when enclosed in French motifs than Greek ones; while, on the other hand, building materials, fine, solid old furniture and kindred objects appear satisfactory associated with the classic idea. It should be clear from just this allusion that ornament, however used, must be considered as a distinct element through which ideas are conveyed.

Type—With a clearer understanding of the importance of form in the various fields of art expression, such as architecture, decoration, and other phases of composition, is coming the understanding of the importance of choice in type. One of the most important

Digitized by Google

things in advertising display is the creating of an atmosphere, or mental state, of harmony, clearness, and pleasure. Even set types are, by their very form, the expressions of ideas quite apart from the other forms. Hand-made letters may be made to express almost any quality, by the proportion of their sizes, the height to width, the width of line, and other accessory form arrangements.

An excellent arrangement of copy and illustrations properly placed and embodying the qualities essential in a good display

If a man is exploiting paving stones or bricks, or even heavy machinery, he needs to express his idea in type that is heavy, strong, compact—in short, to embody as many of the qualities or characteristics of the object he exploits as he possibly can. The repetition of the quality in any new form of display adds just so much strength and power to the appeal that is made. If the qualities of the commodity are of a more ephemeral, dainty feeling, a type should be used whose form, proportion, and arrangement express clearly the qualities of the object under consideration. This view of type places form in its proper relation to word meaning, color significance, and the function of the illustrative picture.

Texture—Not much attention has been paid to the

Digitized by Google

selection of stock papers as expressions of quality idea. In such lines of work as newspaper and magazine work, where a fixed kind of paper is used, the question of selection, of course, is not pertinent. But in catalogues, circulars, letter-heads, etc., it is of the utmost importance that the quality of texture form a consideration in the conception of advertising display as a language of expression.

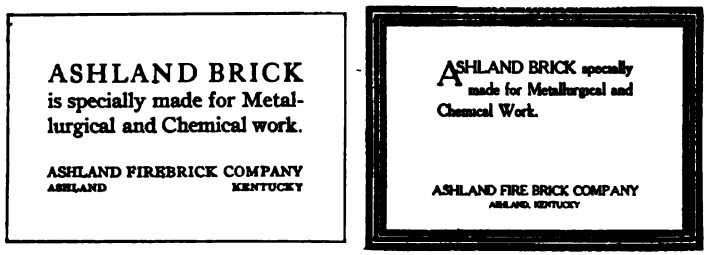
Texture is the term which expresses the quality one gets through the sense of touch or feeling. By association these ideas of hardness, smoothness, roughness, compactness, porousness, thinness, etc., are associated in the mind in such a way that we seem to see these ideas or qualities when they appear in objects presented to the sense of sight. Since the eye recognizes instantly the quality of strength, permanence, delicacy, weakness, daintiness, grossness, compactness, etc., in paper stocks, it is desirable that stock be made to do its part both in the creation of the desired atmosphere and also in the expression of the fundamental idea which the advertisement exploits.

The Importance of Form—If it is clearly seen that copy, illustration, ornament, type, color and texture is each an element of this new language and that each element is, in itself, a force and power to be reckoned with, there remains but one necessary premise in outlining the distinctive points we are to consider.

The term "form," or layout, is a matter of building or arranging within certain limits certain materials to express particular ideas. The edges of the paper, or the limits of the space used, form a structural line or a building line which determines in a way the general arrangement of copy, illustrations, and other matters which are to be placed within each space.

Digitized by Google

The importance of a knowledge of form is too well understood even to merit discussion here. It is a basis for everything else. No matter how much or how fine the material in any constructed thing, if this material is unorganized and badly formed the result is chaotic. Fine bricks, expensive woods, desirable furniture, artistic rugs and pictures may not result



First half shows a structural, well built, interesting and convincing advertisement with sane distribution and copy well related to background. Border sufficient. Second half shows same copy badly grouped, badly related, type too small, initial distracting and frame out of proportion to copy

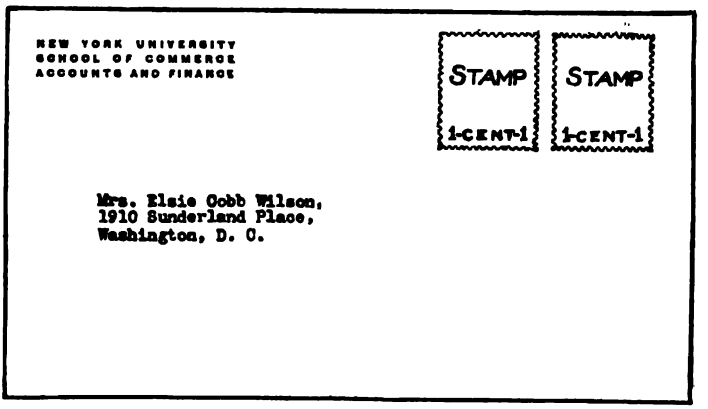
in a beautiful house. The careful construction and arrangement of these is as surely a criterion as is their choice in the beginning. Both ideas and atmosphere in advertising are in a great measure dependent upon the form which these elements of display take in their final arrangement. This makes form an important element in the question of advertising display. This will be treated, with an analysis of its various principles, in a subsequent chapter.

THE FUNCTION OF DISPLAY

Having seen the meaning of display and somewhat considered the elements necessary in its expression, let us look into the second step in this subject, or into the function or use of display.

Digitized by Google

Much, very much, has been written and said about "appeal," the things that make appeal, and considerable about the power and value of certain things as attention-getters. It seems, however, that display exists for one thing; namely, to produce results. There are three distinct steps in bringing about this result



An envelope with interesting placing of address, stamps and personal copy. Address type might be a little stronger

that we need to have in mind both in the choice and arrangement of material.

Whatever the problem is, the first necessity is to secure an audience. The display, whatever its kind, must be of such a nature that attention is voluntarily given on the part of the reader. It must be borne in mind, however, that a person's attention sometimes may be gained by a touch on the shoulder as effectually as by a slap in the face. Let us recognize at the outset that it is not always the most violent thing that commands the most nor the best attention of the public mind.

To "stop, look, listen" avails but little if the display

Digitized by Google

does not contain such things as will tend to stimulate and hold the interest of the reader to the end of the argument. Interest is absolutely essential to sustained attention. Where this is not involuntary on the part of the reader, the display is a failure, no matter how great its attention value. Many times the attention value is so strong that the mind is led to contemplate a very different phase from the one intended, and often the attention power is so strong that one looks and looks away in sheer self-defense. Interest is a matter of careful psychological study and is treated in detail in another section. This cannot be too thoroughly studied.

The quality of conviction which a thing carries is its final test. Having won attention and secured interest, our success depends upon the convincing quality of what we present. Certain facts of sincerity, frankness and truth are prominent in this quality. The function then of advertising display may be briefly said to be the power to arrest public attention, normally stimulate its interest, and convincingly present the ideas for which any given commodity stands.

Advertising display then is indeed a language depending, like all other applied art expression, first, upon a knowledge of the commodity to be exploited, and, second, upon one's conception of how human beings act individually and in masses under certain given circumstances. It also implies a knowledge of the scientific meaning and artistic combination of copy, illustration, ornament, type and texture in one unit whose ideas are relevant, sequential, and presented both with the idea of fitness to purpose and beauty in arrangement.

Digitized by Google

CHAPTER XXIII

THE PRINCIPLES OF FORM

The importance and meaning of form — Consistent structural unity — Consistent shapes and sizes — Balance — Movement — Emphasis.

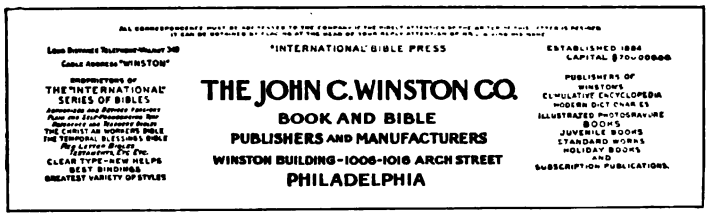
THE IMPORTANCE AND MEANING OF FORM

Because of the supreme importance of form in every made thing it seems wise to look carefully into this phase of the subject before discussing further the elements or materials concerned in arranging the form in advertising display. The principles of form, like other abstract principles, should be clearly understood, and the effect of their use and abuse tested. Then one needs to know that all rules have exceptions and to modify each individual case with common sense. The slavish follower of any general rule must at times not only annul another rule of equal value but defeat the end he has in view besides. Know principles of construction in any field thoroughly; then, like the poet or other genius, defy them for good reasons only.

The successful evolution of any definite thing means a conscious plan of organization in which all of the elements used are considered in relation to each other and in relation to the laws or principles of arrangement in their making. In designing a house, the architect considers not only its function and its cost, but the materials out of which it is made. He sees their possibilities, their limitations, and then decides

Digitized by Google

the proportions of space and surface to be allotted to each particular detail in his creation. When the general structure of the walls has been determined he plans and arranges all subordinate parts within these bounding structure walls and in direct relation to them. The gable, the doors, the windows, the cornice, and other minor details of the façade are related each structurally and in due proportion to the lines vertical



Letter head showing unorganized mass. No structure, no definite space allotment, uninteresting and difficult to read

and horizontal which are the limits of the façade itself.

From this illustration we may derive the first principle of form, which is called the "Principle of Consistent Structural Unity."

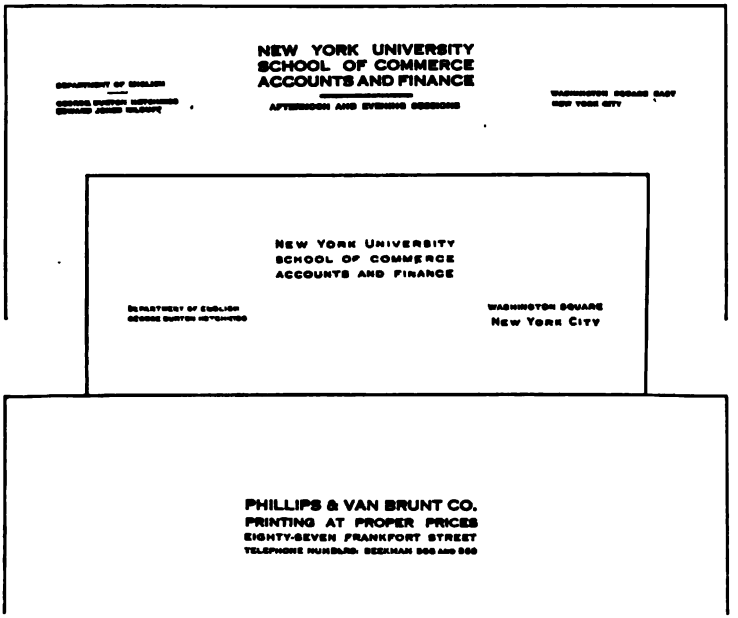
CONSISTENT STRUCTURAL UNITY

The general plan or shape of all advertising space is either square or oblong—generally the latter. Sometimes the oblong is vertical, as in the single column newspaper or whole magazine page advertisement. Sometimes the space is horizontal, as in the car card or letter head. In either case the form is very much the same as the façade of the house or the inside wall space of a room. The structure is right angular. The boundary is composed of straight lines. This determines the general feeling of all well ar-

Digitized by Google

ranged material within this enclosed space; that is, the edges of paragraphs as well as the lengths of the lines themselves should be so arranged as to give the general feeling of right angular form, in harmony with the edge line of the enclosing space.

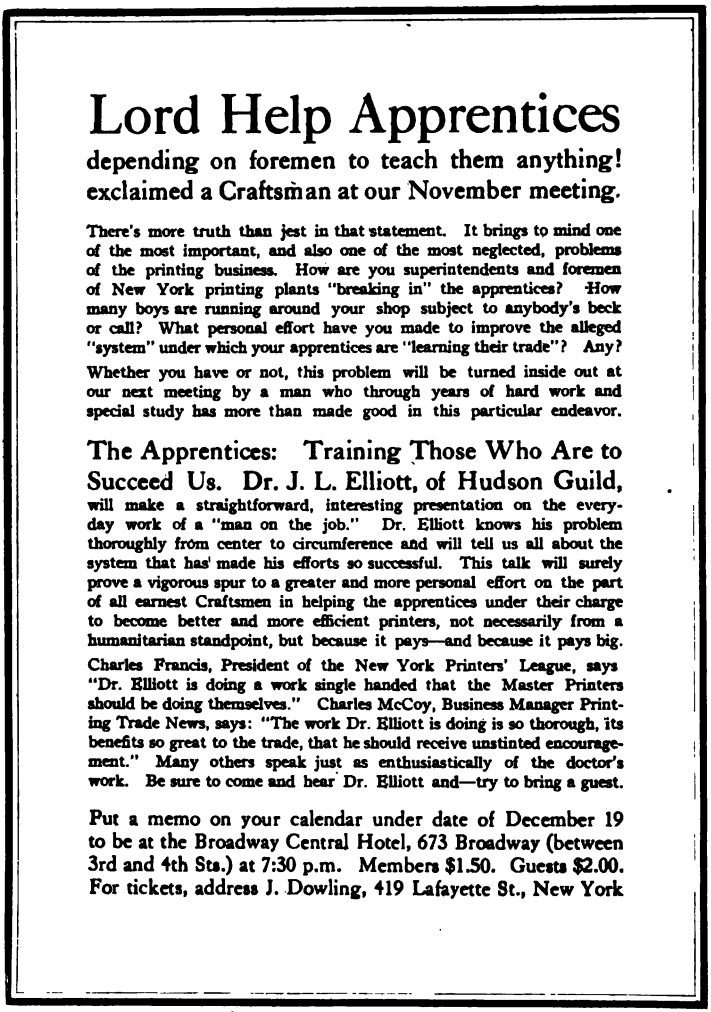
Let us illustrate. Tradition has decreed that each



Well organized letter heads

paragraph should have a slight inset to call attention to the fact that a new set of ideas is recorded. This is merely a traditional form of expression however. It will be seen that if the first line of the paragraph be begun flush with the following lines and each paragraph be dropped one line below the last, the paragraph is emphasized and the structural edge becomes harmonious with that of the space limit or paper edge.

Digitized by Google



Lord Help Apprentices

depending on foremen to teach them anything! exclaimed a Craftsman at our November meeting.

There's more truth than jest in that statement. It brings to mind one of the most important, and also one of the most neglected, problems of the printing business. How are you superintendents and foremen of New York printing plants "breaking in" the apprentices? How many boys are running around your shop subject to anybody's beck or call? What personal effort have you made to improve the alleged "system" under which your apprentices are "learning their trade"? Any?

Whether you have or not, this problem will be turned inside out at our next meeting by a man who through years of hard work and special study has more than made good in this particular endeavor.

The Apprentices: Training Those Who Are to Succeed Us. Dr. J. L. Elliott, of Hudson Guild, will make a straightforward, interesting presentation on the every-day work of a "man on the job." Dr. Elliott knows his problem thoroughly from center to circumference and will tell us all about the system that has made his efforts so successful. This talk will surely prove a vigorous spur to a greater and more personal effort on the part of all earnest Craftsmen in helping the apprentices under their charge to become better and more efficient printers, not necessarily from a humanitarian standpoint, but because it pays—and because it pays big.

Charles Francis, President of the New York Printers' League, says "Dr. Elliott is doing a work single handed that the Master Printers should be doing themselves." Charles McCoy, Business Manager Printing Trade News, says: "The work Dr. Elliott is doing is so thorough, its benefits so great to the trade, that he should receive unstinted encouragement." Many others speak just as enthusiastically of the doctor's work. Be sure to come and hear Dr. Elliott and—try to bring a guest.

Put a memo on your calendar under date of December 19 to be at the Broadway Central Hotel, 673 Broadway (between 3rd and 4th Sts.) at 7:30 p.m. Members $1.50. Guests $2.00. For tickets, address J. Dowling, 419 Lafayette St., New York

Page illustration showing perfectly consistent, structural, well margined page and well distributed sizes of type matter

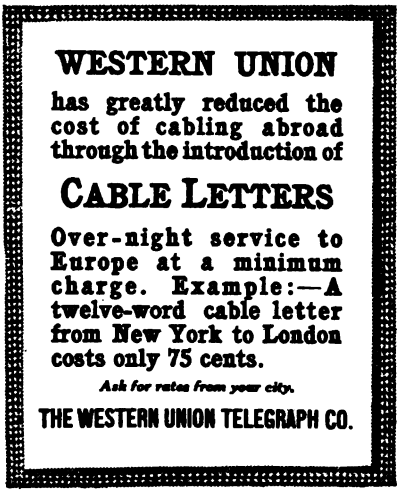
At once this produces an effect of organization, dignity, security, and places lines more nearly of the same length. This last situation makes reading

Digitized by Google

Technical magazine cover page showing good structure, well distributed copy, interesting organization, dignified arrangement and well distributed margins

simpler, since the eye by habit swings from left to right across the page. Particularly is it easier to read when every line begins directly under the one above it. The right hand edge of the material should

Digitized by Google

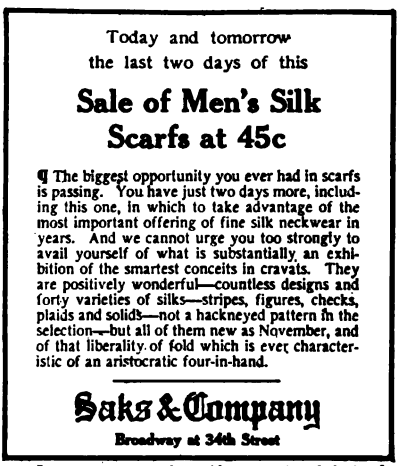


Newspaper advertisement, structurally good, good margins, border a little too strong

also be kept structurally in harmony with the edge, in so far as possible.

The foregoing plan is being widely adopted in certain phases of advertising and should obtain not only in the printed page but also in the written one.

Where this has been successfully done often one finds the leading head display lines or the foot display in extraordinarily bad form. The head should be constructed in as nearly horizontal oblong feeling as possible: the foot as well. If either of these must vary, better the head than the foot. This is because it is essential that the page have a sufficient foundation so that material upon it may seem to be well supported. Weakness at the end of anything is unpleasant. It is particularly so when a structure seems to rest upon a weak foundation.



Newspaper advertisement with body well formed, head and foot badly spaced and badly arranged

Digitized by Google

With a NELSON

Two Spindle Adjustable

Drill Head

You Pay for One Hole

That's fundamental—you can't get away from it unless some philanthropist offers to drill your holes for nothing. But if you use a single spindle drill you pay for the same price for each and every hole. Intensive manufacturing methods of the present day have proved this to be a wasteful, inefficient practice—and this tool offers you the way out. Equip your drills with it—

And You Get the Other One FREE

For it drills two holes in precisely the same time that it now takes to drill one at a scarcely perceptible increase in the power required.

There's no guesswork about it:—scores of the greatest manufacturers in the country such as the General Electric Co., Studebaker Corporation, Mergenthaler Linotype Co., Anderson Electric Car Co., have proved it for you.

Capacity 1⅛-in. to 8¼-in. between centers. Note the extra strong construction, casing of all gears (they run in an oil bath). Drills instantly and positively locked in any position.

The coupon brings you complete details. Send it to us TODAY.

Nelson-Blanck Manufacturing Co., Clay and Dubois Streets **Detroit, Mich.**

Nelson-Blanck Mfg. Co.
Detroit, Mich.

Please send me details on "Drilling the Other Hole Free." No obligation to me.

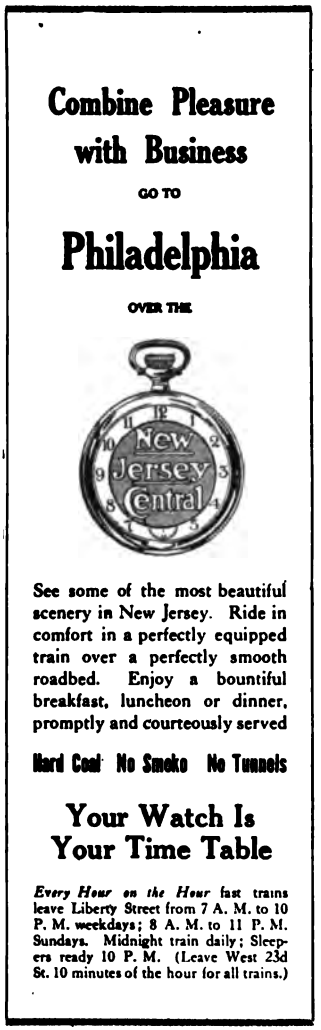
Name.....

Firm.....

Address.....

Trade paper page, showing unrelated shapes. Splendidly placed, well distributed, interesting and convincing

Digitized by Google



Newspaper column advertisement. Lower two-thirds structural and well distributed. Upper one-third loose, non-structural and badly handled

CONSISTENT SHAPES AND SIZES

The second principle of form is called "Consistent Shapes and Sizes." Let us consider the first part of this alone. Shape or form is seen because of bounding edges. The circle, which is a plane figure bounded by a curved line changing its direction equally at every point, and the square, which is a plane figure bounded by four straight lines of equal length and having four right angles, illustrate two forms as inharmonious as two can be. This is because they have nothing in common so far as bounding lines are concerned. Because this is so, it is difficult indeed to place the circle and the square, or oblong, adjacent to each other with any appearance of harmony in so doing.

The placing of a round clock within an oblong space upon the wall, or placing a round picture next to a square or oblong one, creates an ugly, discordant and

Digitized by Google

inartistic spotting. To place the round cut in the oblong space, or to use a curved line trademark adjacent to straight lines of print or paper edges, has precisely the same effect. Some one will doubtless say, "But the trademark is used for the purpose of attracting attention and should be of a different shape from any other material within the enclosing form," or, perchance, will say, "The cut is designed to call special attention to it." This is true, but again it is not essential to create an ugly condition to attract attention. There are ways and means amply sufficient to emphasize any point without violating flagrantly the laws of form and color. When cuts or trademarks are bounded by curved or erratic lines they must be placed through an understanding of the law of balance and the optical center in such a way that when they are supported by type or other material their vicious contrast is less noticeable. Illustrations of the right and wrong uses of these things may be found in the accompanying advertisements.

The second part of this principle, which is known as "Consistent Sizes," should have, perhaps, a more thorough explanation than the foregoing, because upon a clear understanding of it depends largely the relationships in size which will exist in margins, their blank space, arrangements, blocks of copy, sizes of illustrations, widths of borders, proportions of initials, and, in short, it is the clear understanding of these that secures pleasant relationships in sizes in any material with which we deal.

The Greeks, more than any other people that have ever lived, made their life ideal the study of intellectual, impersonal form. They developed through centuries of mental and physical training the nearest to

Digitized by Google

Page showing badly placed illustrations, badly chosen type, badly arranged copy, too much border and too much illustration for one page

Digitized by Google

perfect human figures that have ever been developed. They also evolved a simple, consistent and sincere intellectual architecture and ornament which has been the source or well-spring of inspiration for all succeeding schools except, perhaps, the Gothic. The chief fact in this whole development was the evolution of the most subtle sense of proportion in areas and lengths which has ever been found. By measuring, comparing, and deducing, scholars have solved or made a general expression of the proportion through which this subtlety was gained. In an elementary way it may be stated thus:

The Greek avoided exact mechanical divisions in all things possible. He never made a thing twice, three times, or four times the size of another. Second, he was as careful not to use two areas which the mind found it difficult to compare as he was to avoid using exact multiples; that is, an area of three square inches is not comparable with one of twenty-five square inches, but one of three square inches and one of five square inches are easily comparable.

The law may be stated in general in these terms: Distances or areas are subtle and pleasing together when one of them is between one-half and two-thirds the length or area of the other.

This leaves quite a play or difference in length or size as circumstances develop that need individual treatment, but at the same time avoids crude and incomparable lengths and sizes together.

This law should be seen in connection with one other important thing before its concrete applications are made. Every student is familiar with what is known as the "Law of Optics." The exact center of a page is not the apparent center, the apparent center always

Digitized by Google

The Rage of a Spring Freshet

Could Not Harm These American Ingot Iron Culverts

Sweeping down from the hills, the waters of a spring freshet tore out a road—tossed broken pavement like chips—and cannonaded the culverts with debris.

The Culverts were Armco American Ingot Iron. They were not injured in any way. Strains that ruined the concrete bulkheads were withstood—stresses of every kind endured.

Armco Iron Culverts prove their worth in service. Under conditions that would be fatal to most culverts, these stand up triumphantly—and, if forced away from their places, as in the case above, may readily be hauled back and re-installed, upon which they are ready to give good service again.

Armco Culverts have strength, natural ability to withstand severe wear and the forces of corrosion, and the flexibility to conform to a shifting bed. Their corrugations enable them to readily adjust themselves to expansion and contraction. These are the culverts for the difficult places.

Write the nearest manufacturer for particulars and prices on American Ingot Iron Armco Culverts, Sheets, Plates, Roofing and Formed Products.

Arkansas, Little Rock
Dixie Culvert & Metal Co

California, Los Angeles
California Corrugated Culvert Co

California, West Berkeley
California Corrugated Culvert Co

Colorado, Denver
E. Berkeley Mfg. Co.

Delaware, Clayton
Delaware Metal Culvert Co

Florida, Jacksonville
Dixie Culvert & Metal Co

Georgia, Atlanta
Dixie Culvert & Metal Co

Illinois, Bloomington
Illinois Corrugated Metal Co

Indiana, Crawfordsville
W. O. Duval Co.

Iowa, Des Moines
Iowa Pipe Iron Culvert Co

Iowa, Independence
Independence Culvert Co.

Kansas, Topeka
The Kansas Supply & Metal Co.

Kentucky, Louisville
Kentucky Culvert Co.

Louisiana, New Orleans
Dixie Culvert & Metal Co.

Maryland, Havre de Grace
Conowingo, J. W.

Massachusetts, Dalton
New England Metal Culvert Co.

Michigan, Bark River
Bark River Bridge & Culvert Co

Michigan, Lansing
Michigan Bridge & Pipe Co.

Minnesota, Minneapolis
Lyle Corrugated Culvert Co.

Minnesota, Lyle
Lyle Corrugated Culvert Co.

Missouri, Moberly
Corrugated Culvert Co.

Montana, Missoula
Montana Culvert Co.

Nebraska, Lincoln
Lee-Armco Co.

Nebraska, Wahoo
Nebraska Culvert & Mfg. Co

Nevada, Reno
Nevada Metal Mfg. Co.

New Hampshire, Manchester
North East Metal Culvert Co

New Jersey, Pleasantville
Pennsylvania Metal Culvert Co.

New York, Amherst
Pennsylvania Metal Culvert Co.

North Carolina, Greensboro
Dixie Culvert & Metal Co.

North Dakota, Wahpeton
Northwestern Sheet & Iron Works

Ohio, Middletown
American Rolling Mill Co.
The Ohio Corrugated Culvert Co

Oklahoma, Shawnee
Dixie Culvert & Metal Co.

Oregon, Portland
Coast Culvert & Flume Co.

Pennsylvania, Warren
Pennsylvania Metal Culvert Co.

South Dakota, Sioux Falls
Sioux Falls Metal Culvert Co.

Tennessee, Knoxville
Tennessee Metal Culvert Co.

Texas, Dallas
Allen Metal Works.

Texas, El Paso
Western Metal Mfg. Co.

Texas, Sherman
Lone Star Culvert Co.

Utah, Woods Cross
Utah Culvert Co.

Virginia, Roanoke
Virginia Metal Culvert Co.

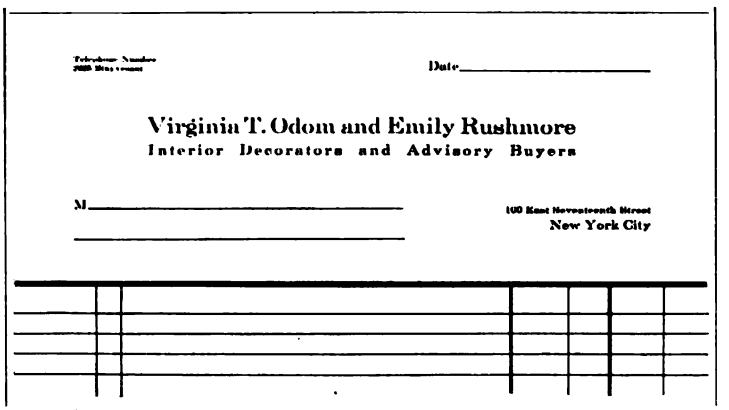
Washington, Spokane
Spokane Corr. Culvert & Tank Co.

Wisconsin, Eau Claire
Bark River Bridge & Culvert Co.

Showing bi-symmetric placing of trade-mark, well placed illustration and well balanced copy. Margins bad; illustration too large for so much copy

Digitized by Google

falling a little above the real or exact one. Because this is so, the weight or strength of the display should appear above the real center of the advertising space. This prevents the feeling of dropping from the top, or sagging, as it may be called, either of which feelings not only destroys the artistic merit but creates



Well balanced bill head with proper structure and proper allotment of blank space

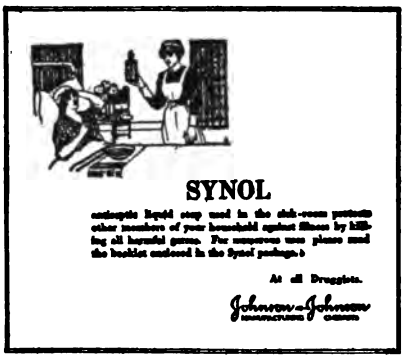
an uncomfortable mental situation on the part of the reader with no apparent artistic sense.

This Greek law of proportion is sometimes crudely stated as the ratio of 5 to 7 to 11. This is somewhere near correct and perhaps near enough to work with. In applying this ratio to the margins of a page it will be clearly seen that the widest margin—or 11—should appear at the bottom, the next widest—or 7—at the top, and 5—the narrowest—should appear alike on either side in all vertical compositions of space. In horizontal compositions the widest margin should still appear at the bottom, the middle size at the right and left, and the narrowest at the top. This is so that the general form of the display within the composition shall

Digitized by Google

preserve the same ratio as is found in the enclosing space itself.

Not only should the Greek law of areas be applied to margins, but also, when possible without interfering with the meaning of the copy, it should apply to the width and strength of the various parts or paragraphs of the copy within the space. When it is possible to do this, the effect is doubly pleasing. There is also often a chance to apply these proportions to the blank space between different parts of the copy display. When it is possible to do so, this has an added value. Not enough attention is paid to the relative widths of these blank spaces. Blank space is often more eloquent than copy.



Newspaper advertisement with good grouping, but badly balanced on blank space. Last two lines should be brought to extreme left

A helpful thought may be given here as to how wide blank spaces may be between parts of the same copy composition. Take, for example, a paragraph explaining the display heading and one following it explaining the first paragraph, one following this which explains something at the bottom of the page, that is, which is less related to the first than the second is. The first and second paragraphs evidently should be read together and thought of as related to each other. If these paragraphs are to be seen or thought of as one thing, the blank space between them must be less in distance than the width across the face of either of the paragraphs considered. When this is so, the two

Digitized by Google

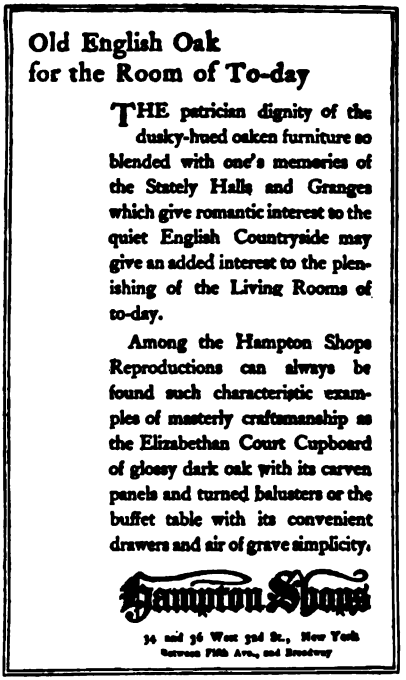
paragraphs are seen as one thing. The instant the space is wider than the distance across either paragraph they pull apart and two distinct unrelated things are seen. While it might be possible to have a blank space wider than either the second or third paragraph, clearly this would not be possible between the first and second. When one thoroughly understands this, it will not be so difficult to see in advertising display which parts of the display belong together. Neither will it be so difficult to select the proper sequence of ideas on sight when the display is presented for public consideration.

BALANCE

The law of gravitation is responsible for the erect position of human beings and the holding of other material substances in proper relation to the surface of the earth. The merest school boy knows the power of this force and realizes that human beings must have this law as a part of their component sub-consciousness, being really a part of it, or, at any rate, directly controlled by it. It is so much a part of us that it passes unnoticed and unthought of, but when it is opposed or challenged its power is immediately felt. The application of the principle of gravitation to the sense of sight is called "balance." Balance is that principle of form through which rest is obtained. Because through balance rest results, we instinctively feel in the balanced arrangement a sense of dignity, repose, ease and organization, in harmony with the general condition of things which appeal to our intelligence when we attempt to know our focal states. Disorganization, haphazard arrangement, spotted construction, erratic lines, all tend to make the grasping of the idea difficult or impossible.

Digitized by Google

Designers in every field realize the power of the principle of balance and make it one of the fundamental ideas in working out any problem which requires dignity, ease, and so forth, as qualities in the solution. There are two types of balance with which we must deal. The first is that known as bi-symmetric balance. This, as the term signifies, is a balance on which there is an equal attraction of shape, size and color on either side of a vertical center line drawn through the composition. Occult balance, or the balanced arrangement which is non-bi-symmetric, is that form of balance in which parts are so arranged on either side of the vertical center line that there is a perfect feeling of equal attraction without the one side having necessarily the same forms, sizes, or colors, as the other side. This last type is harder to sense and harder to arrange. It is more subtle, interesting, of greater possibilities, but is less dignified, less formal, less simple, and sometimes less restful.



Newspaper advertisement showing well placed material except last three lines which should be moved to left and two last lines should be reset

If one will look at the end of a large building with a gable, conceive a line to be drawn from the center of the gable to the ground through the center of the end,

Digitized by Google

and then look on either side of this line for windows, doors, or other materials which are the same distance from the center, are of the same sizes and of the same general arrangement, he will sense at once the bi-symmetric balance. Place upon a mantel piece in the exact center some statue or other object. On either end equi-distant from the end and from the center object place two large candle sticks exactly alike. The mantel piece has a bi-symmetric arrangement. Dignity, repose, simplicity, easy solution of the arrangement is the result.

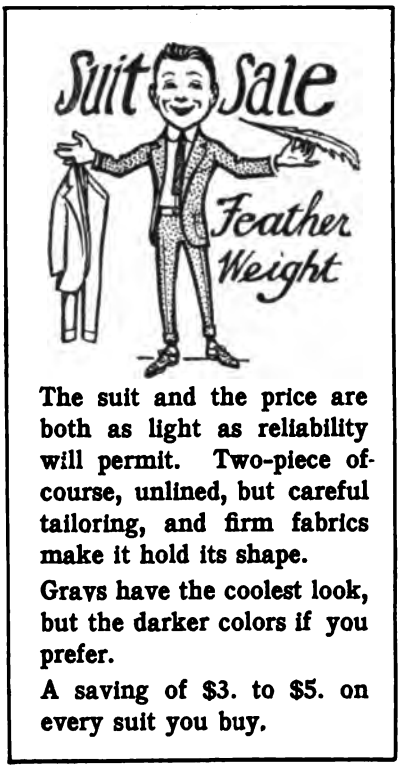
Again, on the same mantel piece place a large vase near the center but not in it. Attempt with two very different objects to balance on either side, one larger and one smaller, so that there shall seem to be exactly the same amount of attraction on one side of the vertical center as on the other. You will see at once how difficult it is to place these objects so that the mantel piece does not seem to dip down, one end or the other. Notice that if the central object is a little to the left of the center, the smaller of the two remaining objects must go at the left and the larger at the right. This is the solution of the law. Equal attractions balance each other at equal distances from the center, while unequal attractions balance at unequal distances from the center, and further, unequal attractions balance each other at distances which

Newspaper advertisement with illustration and copy well balanced except last two lines which should be moved to the right in structure with body. Bad interior margins

Digitized by Google

are in inverse ratio to the power of their attraction. With this in mind it is well to practice arranging in other fields than the display field and then make the application to one's personal problems.

Take the full newspaper page, for example. Draw a vertical line through the center, cut out portions of any Sunday advertisement dealing with some specific thing that is to be featured the following week. Attempt to place this on the vertical line, or either side of it, with illustrations and type matter in such a way that there is perfect balance, either bi-symmetric or occult, and you will find how much more readily some arrangements read than others and how valuable is balance in the distribution of the material upon the page.



Local newspaper ad illustrating well balanced material, good structure and movement through arms and coat

This same problem may be tried with the magazine page, or a portion of it, with the layout of the car card or the poster, or in any field in which copy, illustration, and other material may be used with pleasing effect.

Balance, then, is the principle of form through which

Digitized by Google

even circles and other erratic forms may be distributed throughout the space in such a way that a sequence of ideas is realized and organization is simple enough for the reader easily to get the thought.

MOVEMENT

If a series of spots is arranged along a line and the attention is directed to one of these spots, it instinctively follows to the next, the next, and so on to the end of the sequence. If in place of the spots a line is drawn, the observer is still more inclined to follow the line to its limit. If the spots change from the horizontal position downward, then upward, we find ourselves jumping with the spots but continuing our search for the end of the material arranged. The effect of this is seen in the bunches of flowers which sometimes appear on the side walls of rooms where wall paper is used. It is a familiar experience to hear persons speak of having counted the number of bunches from the top of the room to the bottom, crosswise between windows, diagonally from one side of the space to the other, and so on, showing how unconsciously one is led in any moment of cessation from directed thought to compute these spots until interrupted by some more interesting object presented to the mind. It is impossible to imagine the amount of good energy that goes into counting wall paper spots in one day.

One often sees people doing the same thing with spots in a rug pattern, the boards of a floor, bill boards in the field, and in various and sundry ways proving that the eye tends to follow lines and spots extending for some time in one direction until the end of the sequence is reached.

Digitized by Google

The World's Foremost Builders
of
TANKS and WOOD PIPE

And it's on that basis we solicit your orders—with equipment, facilities and experience unequaled.

If it's a tank you need, our Redwood and Douglas Fir Tanks will more than measure up to your requirements—especially for long service.

No iron or steel tank will resist the corrosive elements of water, which have absolutely no effect upon wood tanks made of these materials.

If it's pipe you are considering, also consider well the life of our wood pipe (Redwood and Fir). It lasts for ages. It has 20% more carrying capacity than cast iron pipe. It is 50% cheaper.

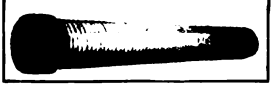
For 24 years the ... tanks have been in demand in all parts of the country, and no tank ever built will outlast it

Our line includes plain tanks and patented non-shrinking tanks for water or oil, fermenting tanks, wagon tanks, brewery vats and storage tanks, stock tanks, gravity tanks, house tanks, etc. —any size, any type.

Machine Banded Pipe

Manufactured in sizes from 2" to 32" in diam., and for pressures up to 400 ft. head. The staves for this pipe are made from clear, well-seasoned, or kiln-dried, redwood or fir. These staves are wound with heavily galvanized steel wire, further protected by being coated with hot asphaltum and tar. The wire is wound on the pipe under a tension that seats it slightly in the wood. The tension of the wire is maintained by means of a clip at the end of each joint, the wire passing two or three times through this clip. The spacing and size of the wire is determined by the pressures for which the pipe is manufactured. Thus the cost varies, but each class of pipe is made amply strong for the pressure for which it is constructed.

For water works, irrigation mines, sewers, hydraulic dredges, elevators, ... sluices and steam pipe ... this pipe cannot be surpassed.



Continuous Stave Pipe

This pipe ranges in diameter from 10 inches to 10 feet, and from 1 ft. to 100 miles in one continuous length as desired. It is constructed to stand pressures ranging from 20 to 300 foot head. It is always built continuous and in place, all staves, bands and other material being delivered to the pipe line in knock-down form.

The staves are milled from clear, well-seasoned or kiln dried, redwood or fir. The ends of the staves are connected by a tongue which prevents butt-joint leakage. The pipe is banded with individual threaded round steel rods, held in place by malleable or cast-iron shoes.

In requesting prices on this class of pipe it is necessary that accurate and complete information be given, as all prices are based upon estimates made up from the information furnished.

Write us to quote on your requirements and be sure to ask for the book, "Wooden Pipe—Its Many Advantages."

PACIFIC TANK & PIPE CO.

Offices and Factories { Portland, Oregon / San Francisco / Los Angeles

Addresses { Box 142, Kenton Station, Portland, Oregon / 116 Market St., San Francisco, Cal. / 410 Equitable Bank Bldg., Los Angeles, Cal.

Technical journal page, well formed using two illustrations in opposite movement, well placed holding the attention within the inclosing form and directing the eye to parts of the individual advertisement

Digitized by Google

The creation of this situation is brought about through a principle called the "Principle of Movement." This term had its origin in the word *action* or *motion,* which is the term applied to the human figure in any position in which absolute rest is not the idea. The position of the figure in throwing a ball, jumping, running, etc., is called the position of action. This is because the lines of the figure are not strictly vertical nor strictly horizontal in harmony with the laws of gravitation. When this principle of motion or direction is created in the abstract idea, it is termed movement. Movement, then, is that principle which leads the eye consecutively through the parts of a composition or a design. If the principle is correctly used, the reader of a page, a card, or a cover, sees in sequential order the things one wishes him to see, with final emphasis upon the thing desirable to see last.

Movement is used, then, to point out the things in advertising display that the creator of the display wishes particularly to feature. The simplest and most hackneyed methods are the use of the arrow and the dart, the pointing of the finger, etc., but there are other phases to be reckoned with. Objects themselves sometimes terminate in the height of a line. Take the shoe, for an example. If I am featuring shoes and use the cut of one in a single column next another man's advertisement, and place my shoe toward the bottom of my space with the toe out, I can easily point the toe at the other man's ad in such a way that he alone gets the benefit of my shoe because the motion directs the attention to his copy material instead of mine. Any other illustration may be placed in such a way that the same results obtain.

Movement may be obtained by line, as in the case

Digitized by Google

MEN'S FALL AND WINTER STYLES J. & J. SLATER NEW YORK

Calf lace boot. English last, low heel, broad shank. Hand made $10.00
Same in tan.

Tan russia lace, medium toe. New model. Medium or dark shade. Hand made. $9.00
Same in black.

Calf lace boot, slightly less conservative than the English last, narrower toe, fuller extension. $8.00
Same in tan.

Tan oil grain blucher, double sole, leather lined. Comfortable walking boot last.
Regular cut. $8.00
High cut. $9.00

PAGE TWO PAGE THREE

Well balanced placing of illustrations type bi-symmetrically placed; head display lines too weak

of the arrow; by a sequence of spots, like the use of small illustrations one after the other, or of different size type growing from larger to smaller or vice versa; by the single object, whose very form indicates line or direction; and by what is known as gaze movement,

Digitized by Google

which is a very important phase in relation to the use of cuts. It often happens in posters and car cards that the figure used stands or sits with back toward the text or copy and faces either the wall, nothing, or another man's advertisement. It is clearly seen that this is a waste of illustration and an aid to the other man. Instinctively the observer of a human being in picture form is interested in what that picture form is looking at, and the eyes of the person in the illustration should either be looking at the observer or at the thing in the illustration that is of paramount value. This matter of gaze movement is as essential as any other form, if not more essential.

Movement may be said to be either structural or rhythmic. Structural movement is the movement in which one direction comes at a sharp angle against another direction. This always forms a juncture point where the observer is bound to look. Draw a straight line on a blank paper at right angles to another straight line until they meet. See how quickly the eye goes to the meeting point. In creating forms within the display surface use care that this structural or opposition movement does not occur except at such places as you want very emphatically to call the public attention to. The other type of movement, known as rhythmic, is that movement in which the same general direction is indicated without violent opposition. I might be looking at and pointing my finger at the same thing. These movements are rhythmic with each other. I might point my finger or look and have an arrow pointed in the same direction with these movements crossing each other. Rhythmic movements are accessories each of the other; that is, one repeating or emphasizing exactly the same idea

Digitized by Google

as the other: while movements in opposition conflict at a certain point for the express purpose of creating a turmoil so that all may see that particular point.

Movement is the exact opposite of balance. Balance creates rest, repose, formality, dignity, simplicity and clearness. Movement creates motion, unrest, informality, complexness and often destroys clearness. It is of the utmost importance in the use of this principle as a test of arrangement not only that it be clearly understood but that its use in excess be discountenanced. Some one will probably say, perhaps using spearmint gum as an argument, that its violent, distracting use has been successful. Possibly. But that is no proof that a decent, well-organized, restrained, dignified and intelligent use of motion would not have been equally successful had this been used in place of what has been used. Use movement temperately, with a complete knowledge of why and where, and it becomes one of the strongest

Showing excellently placed matter and vigorous movement connecting parts of display

Digitized by Google

factors in producing the sequence desired in all effective advertising display.

The creation of the sequence of ideas, that is, deciding upon the most important thing to feature and then correlating with this the subordinate ideas in the order of their importance, is a strong feature in effective display. To make this sequence clearer the principle of emphasis or stress is employed. In conversation importance is given to various words, phrases, or sentences, by their being spoken lower, softer or slower, as the case may be. In music this effect is produced by tempering the voice or instrument in much the same manner. In advertising display the effect is got, but by different means.

EMPHASIS

Stress or emphasis is the principle of arrangement whereby the attention is directed to particular things in regular order of procedure.

Emphasis in copy may be produced by change of type, italics being the change usually employed. The same effect may be produced by underlining, by writing the word in caps or a bolder face, or any other variations. The use of italics is simply traditional. As a matter of fact it does not strengthen—it weakens by its very form. But weakening is one of the ways of calling attention to the fact that the order has changed. Many times it seems best to use the underline, or caps, or some other method of emphasizing the idea rather than eternally following the traditional italic change. This form of emphasis is, of course, a change in shapes.

The change in shape of the entire display is another phase of this same idea of form. If we have been

Digitized by Google

following the structure edge quite closely, dropping one paragraph below another to indicate paragraph change while the edges are kept straight at right and left, indenting one whole paragraph a little at the left and right makes a change in order and, therefore, calls attention to it through this change. If a cut or ornament is of different form from the general copy outline, of course this emphasizes the erratic object at once. A most violent illustration of this idea would be the changing of the direction of lines of type from horizontal to oblique. This is an impossible use of emphasis except in case of extraordinary emergency. It creates an uncanny, unstable, unattractive layout.

"Step lively please."
It will pay you to hurry and select before the assortment is picked over.
Silk shirts of the $-- family now $-- (not many). But a plenty of the fine striped madras. The $2.50 kind now $--
Silk and linen, fine as silk and durable as linen, now $--

Movement through motion and gaze

Sometimes an effective emphasis may be got by changing the size of type or contrasting sizes in cuts. This contrast of size is based on the law that a small thing seems smaller when compared with a large one and a large thing larger because of its comparison with a smaller.

Color or tone emphasis is perhaps the most frequent

Digitized by Google

of all types. In colored plates emphasis is secured through the discreet change in hue, value and intensity, one or two of these qualities being employed to produce the emphatic idea. (The terms hue, value and intensity are explained in the next chapter.)

The change in face of type is a familiar illustration of the use of color value, as is also the tendency to use borders in gray and tinted gray backgrounds, with cuts, etc. Perhaps there is no better illustration of the emphasis through intensity than that seen in the use of color in clothes. A man would scarcely think of wearing a brilliant red suit, but he might, under right conditions, chance a red necktie, the tie by its intensity and placing calling attention through itself to the face of the man rather than his feet. Again, the interior wall of a house need scarcely appear in intense red or blue, while a sofa pillow or lamp shade or a bit of bric-a-brac that is to be picked out as a single idea may well afford to be clothed in an emphatically intense color.

If the scheme of a room is almost wholly in greens, a blue jar, an orange rug, a yellow lamp shade, easily become the only things noticed in the room, because of their color emphasis.

It should be clear that in the use of color, whether it be hue, value or intensity, there must be a pretty clear conception in the mind of the user as to what he wants the public to see, why he wants them to see it, and then he must use his knowledge of color to make emphatic those things that need to be so. Much money, time, space, physical energy and mental power are wasted through the lack of knowledge on the part of the man who makes the layout in using effectively the principle of emphasis.

Digitized by Google

It has been the purpose of this section to show the power of form and arrangement in creating an advertising display which by its qualities should appeal naturally to the reading public. A display is efficient or successful when the money returns satisfy one, but there is a certain qualification which comes through right usage that must not be overlooked. In the evolution of a race or type of civilization people gradually learn to form habits out of instincts which make them in time superior to most brutes. The time is coming when any constructed thing to be convincing must at least have the qualities of organization, simple dignity, sane form construction, restful formality or informality, and a logical intellectual appeal. If the principles of form are studied, sensed, and applied, they contribute to this end.

It must be clearly borne in mind, however, that no one problem in any field can be successfully solved by slavishly following every law involved in its solution. To follow one principle is often to modify another. This is because each principle exists to create positive qualities. It is often desirable to modify these qualities. To do so one must know the law of modification and the effect of it. Let no man then suppose that any one problem can follow every law of form and be most effective. Neither let him suspect that it can afford to ignore any principle of form and hope to reach its highest degree of efficiency. "A little knowledge is a dangerous thing," but truth is permanent, and intelligence in the use of truth is the criterion of a man's power.

Digitized by Google

CHAPTER XXIV

COLOR

Source and nature — Spectrum colors and their meaning — Color terms defined: hue, value, intensity — Harmony — Law of backgrounds.

SOURCE AND NATURE

Color is light; it exists because light exists. As it gets darker at night or in a stormy day colors change —grow duller, feebler; and as darkness appears they disappear. The brighter the day the brighter the color. Many simple experiments prove the source of color to be in light.

An analysis of light by the chemist or physicist results in three elements, each of which, standing by itself, may convey an idea; but the confusion of this scientific division of light with the pictorial idea of pigment as a representation in material form of these ideas is very probable.

The term pigment may be applied to water colors, oils, dye stuffs, printers' inks, and like materials, which seem to give certain color tones to objects upon which they are placed. It is extremely important that one realize in the discussion of color from the standpoint of pigment that scientific light and color pigment are two things, and that the representation of the thing may have another name, or even, perhaps, a slightly different appearance from the original of which it is

Digitized by Google

a picture. This is because of limitation in materials.

For general purposes and in view of the present development of the pigment idea it is best to divide pigment study into its three elements—yellow, red and blue. These elements fused together in their proper ratio produce what is known as a pure neutral gray. This neutral gray has no apparent color in it. Each of the elements has destroyed or helped to destroy the individuality of the other two. In short, color has been neutralized or annihilated, and neutral gray is the result. In pure light the union of the three elements produces white. With pigments, the result is gray, because of the sediment, or non-transparent quality, of the pigment itself. The proof of neutralization or composition is there because of the neutral gray result.

The term "spectrum" has been given to these three elementary tones with their intermediate steps, as will be seen later on. The spectrum circuit has these tones arranged in circular form.

SPECTRUM COLORS AND THEIR MEANING

Yellow, red and blue are called primary colors. They are primary because they are elemental; that is, each is a single thing or single idea, and perhaps may seem to express but a single quality.

Yellow expresses light, cheer, vivacity, pleasure. This is so because it looks nearest like the sun, the moon, or artificial light. The effect of the sun upon the plant is well known, as indeed it is upon the physical welfare of human beings. The color yellow has a similar effect, because of the mental association with light itself and the effects of light in human experience. This color brings the qualities of light and cheerfulness wherever it is used and carries those

Digitized by Google

qualities in display as a method of creating an atmosphere in which these are prominent. Experiment has been made in dark corridors and inside sleeping rooms and it has been found that yellow wall paper and hangings produce a light, cheerful effect which finds an immediate reaction in the occupants' lives. Yellow is the color most luminous, therefore most penetrating. These facts should be borne in mind in choosing color for display to be seen in moderately dark places or to be seen mostly in the open sunlight. It should also be apparent that yellow can be used to express individual ideas also.

Red is the blood of human interest. It looks like fire. It is that which stirs human action, causes the blood to move more rapidly, thereby exciting to greater mental activity, arousing passion, expressing force, and kindling the feeling of warmth. It is called a "hot" color and in its fullest brilliancy is the strongest, the most irritating, and the most aggressive of all colors. Civilized women with some rudiments of good taste would never think of wearing this color in mid-July under the hot sun, out of respect for their fellow men who must look upon it. Why should the advertising man inflict it upon the general public in huge areas in public places as bill-board backgrounds? Why use an acre to express an idea that a square inch will adequately tell?

Blue is restraint, is almost the opposite of red in its feeling. It soothes, constrains, sometimes almost repels—because of its very nature. It is called the "cold" color. Sometimes the so-called steel blue gives almost the sensation of freezing. Because this is so blue expresses its own idea or quality which no other color can express for it. It must be understood that

Digitized by Google

these colors, being elements, should be carefully considered before any of their modifications are thought of, in the same way that the elements of any language should.

If equal forces of yellow and red are combined, orange is the result. Equal forces of yellow and blue produce green, while like forces of blue and red produce what is known as violet or purple. These three color tones are called binary colors. This is because each is made of two distinct elements.

The binary colors, then, have a double significance. Orange is light and heat. That makes a conflagration and is destructive to public consciousness when seen in large quantities misapplied. A little fire is a good thing, but a big one may do much damage.

Green is light and coolness. Nothing is more agreeable than a light, cool place, particularly in summer, in a heated car, or in other places where display ideas most abound. Do you notice that the grass and trees are green when the summer is hot and that the sky is blue? These are the antidotes for excessive heat and produce upon the mind qualities which become permanent in consciousness, so that in every generation is bred the feeling of a quality belonging particularly to each color.

Violet or purple is an equal union of fire, or coals of fire, and coolness, or ice. Ashes must result. This is the color which is used to express shadow. It is the opposite of yellow, its complement, its destroyer. It neutralizes cheer, dispels light, creates gloom, brings on the night. This quality feeling has been inherent since the beginning of time. Royalty uses this color for masquerading all that it needs to masquerade; the

Digitized by Google

church to express the ideas of mysticism, humility and devotion. The modern person clothes herself in it to express half as much sorrow as she felt when she wore black only. The use of this color bears not only a relation to idea, but it bears a relation to the amount of light in which the display must be exposed.

COLOR TERMS DEFINED

Perhaps at this point, for the sake of a common understanding, it is well to define some terms in color that are inaccurately used. "Tone" is the term which applies to any color note whatsoever, including black, white and gray. It is so general that when you are in doubt "tone" is perfectly safe. It should be borne in mind that this word should be used instead of "shade," to mean anything and everything in the whole realm of color expression. The term "neutral" is applied to tones in which no color is apparent. Black, white and gray are neutral. Black is the absence of color and white the union of all colors. Black, therefore, absorbs color, while white is saturated with it and does not. This is the reason why white as a background shows things stronger than black, so far as the color itself is concerned. The question of value, however, may change this effect, as will be seen later in the discussion.

Normal colors are the spectrum colors at what is known as their maturity point. When these become lighter or darker, change their hue or become less intense, they are no longer normal. This standardization of the normal color makes it possible to have a reckoning point in all color tones from which to compute color quality.

Digitized by Google

A shade of color is a tone which is darker than the normal tone. It is made by adding black or a darker pigment of the same color.

A tint is a color tone which is lighter than the normal color. This is produced by adding white or water. The tint then is weaker than the normal color, because it is diluted; the shade is stronger as to body but weaker as to color also, because it is likewise diluted. The normal color is the strongest color note possible of any given color.

It will be seen that red and blue may have more tints than shades; that yellow, green and orange have more shades than tints; that yellow has more shades than violet; that violet has more tints than yellow. It is most desirable that the terms "tint" and "shade" be clearly understood and that these terms be not misapplied. Shade indicates the normal color going towards shadow or darkness; tint means the normal color going towards light or whiteness.

Every color tone has three distinct qualities. It is somewhat difficult to see these qualities each distinct from the other, but the full force of color cannot be understood until this is done. This is because contrasts in the use of these qualities are the real power of color in expressing degree in their idea.

Hue—The first of these qualities is known as *hue*. This is the general name given to the change which a color undergoes in moving from one binary in either direction towards a primary. All of the possible tones which are produced by putting a primary into a binary are the hues of that binary color. Let us illustrate.

The color orange is a fixed fact. It is made by putting yellow and red together in equal force. As soon

Digitized by Google

as I begin to put yellow into red, red changes and moves toward yellow. Any tone which is produced before the red becomes a pure orange is known as red orange. It is orange as soon as it leaves red. It is red orange because there is more red in it than yellow. On the other hand, if I begin by putting red into yellow, the color becomes orange as soon as it leaves yellow, but it is yellow orange all the way until it reaches orange. It is yellow orange because there is more yellow present than red. When these forces become equalized it becomes normal orange.

If I start with yellow and blue, putting yellow into blue, the color becomes green instantly it leaves pure blue. As long as it is more blue than yellow it is blue green. When the forces are equalized it is green. The moment there is more yellow than blue the tone is yellow green and so remains until no blue is present, when it is normal yellow again.

In the same way, if red is put into blue the color becomes violet with a preponderance of blue. This is blue violet until the point violet is reached. When more red is present than blue the tone is red violet, until no blue remains; then the color tone is normal red. These intermediate tones on either side of a binary color, before the color reaches the primary stage, are known as hues. The hues are yellow orange, red orange, red violet, blue violet, blue green and yellow green, and there may be as many of them as the eye detects in the introduction of one color into the other.

Value—The second color quality is known as "value." Value is the light and dark in color; that is, the white and black, without relation to the color intensity itself. Reference to a color chart will show that

Digitized by Google

green is lighter or nearer white than violet or red, that normal blue is darker or nearer black than orange or yellow. To take value and separate it from intensity is to understand how to produce color contrasts which are most effective and most efficient in conveying ideas in their strongest ways. A color may have as many value steps as can be detected between white and black; but, for convenience sake, we usually scale a color into nine steps, called white, high light, light, low light, middle, high dark, dark, low dark, black. This division makes it possible to see colors in their value relations. To judge them accurately we must partially close the eyes and try to eliminate the color from them and see them as grays instead of as colors.

Intensity—The third and perhaps most important quality in the advertising field is known as intensity, or brilliancy. Intensity in color is that quality of selfness or personality which names it. When a red is as red as it can be got, it is in its fullest intensity. As soon as it is weakened in any way it loses some of that quality. Intensity is the quality which gives power, individuality and personal appeal. It is the quality which is most abused, least understood, and most prodigally exploited.

Yellow and violet, blue and orange, red and green, are said to be complementary colors. They are called complementary because each has the power to neutralize or destroy the other. Put red into green and the green begins to lose itself, becomes softer, grayer, less ferocious, tamer, and more usable in large quantities. Put green into red and the same effect is seen. Orange neutralizes or softens blue, and blue produces a like effect upon orange. Purple neutralizes yellow and

Digitized by Google

yellow, purple. This is a fundamental fact in choice of colors in harmony and also a fundamental fact in the use of any colors in backgrounds and objects to be shown against them.

When a color has lost half its force or strength, it is said to be half neutralized, that is, half as powerful or aggressive as the normal color. Full intense, normal colors are the most primitive, childish, strongest, crudest, and most elementary expressions of color ideas. Neutralized colors are softer, more refined, more subtle, soothing, livable. These quality effects are important in our further discussion. As has been said, it is absolutely important to realize each of these qualities as distinct from each of the others; that one may make use of contrasts and likenesses in his choice and arrangement of color in any form of display in which color is a factor of expression.

HARMONY

Harmony is concord. It is the relationship of agreement in regard to certain qualities possessed by objects or things. Music composition is based upon the scientific laws of these relationships. Sound, being produced by vibrations, has been scaled and each tone standardized, so that the selection of tones based on relationship makes the study of harmony a comparatively easy task. Violate these relationships and harmony is destroyed. Color is produced by the vibrations of light and the tonal impressions of consciousness through the sense of sight, as the tonal impressions of sound enter it through the sense of hearing. Less attention has been paid to the standardization of color tones than to sound tones, but enough has been

Digitized by Google

done to give an approximately clear idea of what the line of development will be and the qualities upon which harmony in this realm depends.

In the development of color harmony it is necessary to consider two sets of qualities: first, the qualities of likeness; and, second, those of contrast. Color harmonies are based on these two sets of ideas. From the spectrum circuit it will be seen that green—which is half yellow and half blue—is by nature of its composition half related to each, as orange is to yellow and red, as violet is to red and blue. This establishes a relationship called a relationship of family likeness. Into green two of the three primary elements enter. These two elements are found also in yellow green and blue green, although in different proportion. This makes yellow, yellow green, blue and blue green a family harmony, a harmony of likeness, or, as it is sometimes called, an analogous harmony. Blue, blue green, green and yellow green are also a family group, but yellow, which is an element, is not found in blue. Yellow, yellow orange, orange and red orange form a group; red, red orange, orange, and yellow orange another. About violet two other groups are formed. The first includes red, red violet, violet and blue violet; the second blue, blue violet, yellow violet, and red violet. These sets, or any two or more of one of these sets, form a related harmony. By the nature of their composition these colors, whether in their full intensity or otherwise, are more or less related to begin with, some closer than others, but all having common elements.

It will perhaps be noted that while yellow, yellow green, green, and blue green form a family, yellow orange—which is nearer to yellow than blue green—

Digitized by Google

is not included in this family. This is because yellow orange introduces red, which is the third of the three elementary colors. In their full intensity yellow orange and yellow green, or red violet and red orange, or blue green and blue violet, are not possible in these family groups. The law of selection is that in selecting the analogous scheme the *primary color must not be crossed.* When this is understood a reason is seen for the bad combination made when so-called crimson and scarlet, or red violet and red orange; or when blue green and blue violet chance to enter the same combination in juxtaposition to each other. Nothing is more unpleasant than scarlet and crimson combined, nor more impossible, particularly in intense colors.

The harmony of contrasts starts with an entirely different premise. It will be remembered that violet and yellow, red and green, orange and blue, are complemetary colors, that these colors are complementary because no part of one is found in the composition of the other. Take, for instance, blue and orange. Orange is made of red and yellow in equal force. These two primary colors leave but one unused, namely, blue. Blue mixed with orange produces a neutral gray, as, in fact, does violet mixed with yellow, or green mixed with red. The reason in each case is the same. The three primary colors are combined in equal force and each is destroyed. The destruction of each is the proof that they are complementaries. If any apparent color remains in the gray, the colors are not true complements. It must be distinctly borne in mind at this point that many of the manufactured pigments have not been made with a sufficiently scientific understanding to produce absolute complementary relationships. This is perhaps more true

Digitized by Google

of printing inks than it is in any other field of pigment relationships. Inks should always be based on some scientific knowledge of tone production. If they were, the necessity for drawing or fixing up any reproduction would be entirely overcome.

Orange and blue in their fullest intensity are inharmonious in fact, but the choice is the basis for producing a harmony in the following manner. The introduction of blue into orange is made, and of orange into blue, until each color reaches the half neutral point. These colors are harmonious at this point. A certain area of full intense blue may be used with a larger area of half neutralized orange, or vice versa. If one of the colors is further neutralized, a larger area of the complement may be used in a more intense form. The harmony relationship lies in the "keying" of one color into the other to produce elements of likeness. The more the colors are keyed, the closer and more symphonic becomes the harmony; the less they are keyed, the more dispersed and cruder the harmony. When the full intense colors are reached on both sides with no tones of neutralized color, or pure neutrals, harmony is destroyed. Full, intense, complementary colors may never be used touching each other. If, as in the case of stained glass, such tones are used, they must be separated by strong bands of a neutral.

These two methods of producing color harmony are sufficient for general use.

LAW OF BACKGROUNDS

This idea of neutralization is perhaps the most important law of color choice in any field of expression. A wall paper that is more than half intense destroys the possibility of seeing people, furniture or pictures

Digitized by Google

in anything like a fair relationship to the background or to adjacent objects. The average person, with average color, can ill afford to wear a suit of contrasting color in its full intensity. It is as absurd to try to show cuts, ornament, copy, and the like, upon a full intense background. The background upon which objects are to be shown is not the important thing, or it would have had another name than background. The senseless waste of color on the plea that it is necessary to attract attention is in direct opposition to the known law in any other field of color use. Far away hills seem to be less intense in color than the flowers and grass under one's very feet. Probably they are not always so, if one had them under his feet also. The general law of background may be stated thus: *Backgrounds should always be less intense than objects shown upon them.* This is to give the objects at least a fair chance to assert themselves for what they may be worth.

Closely associated with this may be the corollary, "the larger the area in any design the less intense the color should be," and conversely, "the smaller the area the more intense the color may be." It is not the background of the out-of-door sign, or car card, or the catalogue cover, that demands full intense color; it is the objects or facts which are to be presented on this background that should receive the strength which pure color contains. Catalogue covers and book covers, car cards, and bill boards, show perhaps the most violently bad taste in this regard of any form of expression used.

Upon the qualities of color we must depend, then, for our intelligent choice of color as a language expression. It has been seen that each fundamental tone in the spec-

Digitized by Google

trum is meant to convey a set of special ideas or qualities, that the presentation of these colors should arouse the feeling for these qualities in consciousness, the same as color tones arouse conscious quality feelings. If intelligent choice were adopted in every field, it would not take a generation to accomplish this fact. It is valuable then—yes, essential—that advertising recognize the power of individual color in quality expression.

It has been seen that diluted colors, or tints, possess less strength, more playfulness, youth, instability, than shades or darker tones. This fact makes it possible to select such color relations as will convey the quality idea which the advertised article purports to possess.

The relating of objects of whatever nature to the background idea is the third important truth to realize from color quality.

Each quality in color makes it possible to choose two tones with wide or close contrasts, as the case may be. If one will study these possibilities, crude color combinations will disappear. For example, one will choose normal yellow at high light, in full intensity, and half neutral violet at low dark, in one-fourth intensity. This is terrific in its contrast. Its value contrast is almost as great as it can be got. Its hue contrast has the widest range, the colors being complements of each other. The intensities are forced apart, one being full and the other but one-fourth. It very seldom happens, except under very abnormal conditions, that one needs to use violent contrasts between each of the three qualities which color tones possess.

Even as brief a discussion as this of color should place it in the mind of the reader among the most important, even the most interesting, of all the elements

Digitized by Google

Illustration showing a right relation of intense color to its background in position, but exaggerated in proportion.

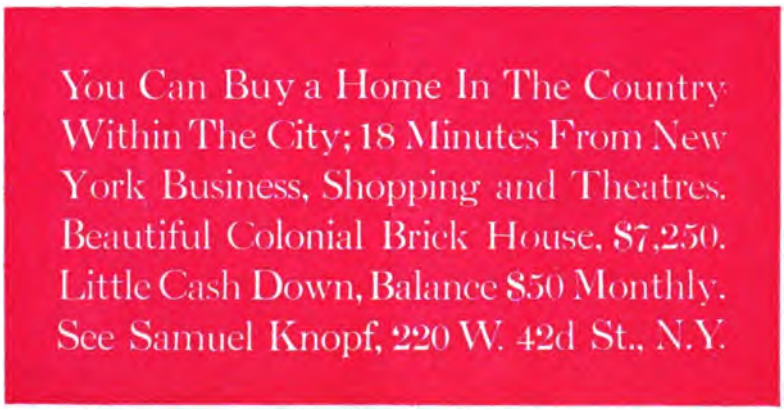


Illustration showing wrong use of an intense color in relation to copy.

Digitized by Google

Digitized by Google

possible in conveying ideas. Color makes an appeal to everybody who sees it. It is natural that it should be so, because the eye, or sense of sight, recognizes color only.

Digitized by Google

CHAPTER XXV

ILLUSTRATION

The place of pictures in advertising — The functions of illustration — Naturalistic illustration — Decorative illustration — Relation of illustration to other elements — Functions of illustration summarized.

THE PLACE OF PICTURES IN ADVERTISING

THE term "illustration" is broad in its significance. Some persons understand facts and qualities easily and clearly through their description in words. To others words are almost meaningless symbols, and seem to convey little or no idea unless accompanied by some supplementary method of human expression. We find persons who respond to pantomime activity easily without word accompaniment. Others sense the meaning of musical composition more acutely without word or action. To some people all three are essential to any conception of the meaning of either.

Pictures are a common language. The world over, where words from one language mean nothing to persons speaking another, pictures convey detailed facts of thought, action and effect quite similar to all. The pictorial expressions of the Chinese or Japanese, while differing in almost every essential from occidental types, convey to us something of the idea intended. So do ours to them. In occidental consciousness pictures mean much the same thing in their elementary fact and

Digitized by Google

Illustration in decorative treatment, suggesting fashion millinery display.

Digitized by Google

Digitized by Google

quality expressions. In the finer sense of esthetic relationships, of course, this is not true.

Because of these facts illustrations have come to be a very important normal and natural adjunct to advertising display language. Their use and abuse is a matter of common speculation with everybody and a matter in which men interested in the scientific development of this subject are taking an acute interest. Just when to illustrate and when not to, just how much space may be given to this form of language, under general conditions and specific ones, just what types of illustration make certain kinds of appeal, just what treatment they may have to be most efficient, these and many other questions are daily argued and daily experimented with.

Too many illustrations, destructive placings, badly cut up copy and general chaos

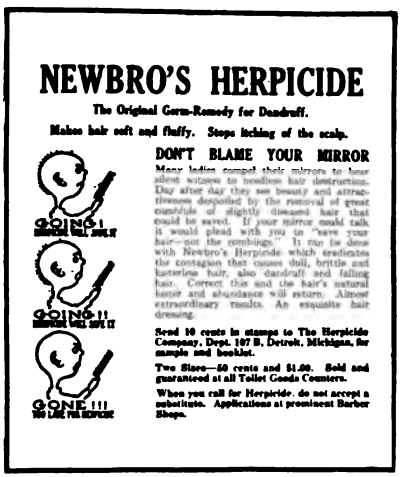
Illustrations may be said to include line drawings, wash drawings, photographs, prints, posters, naturalistic paintings, and all those things which approach the

Digitized by Google

pictorial idea. The very term illustration implies that these forms have something to say. Just what they have to say and what they do say may not always be clearly apparent.

THE FUNCTIONS OF ILLUSTRATION

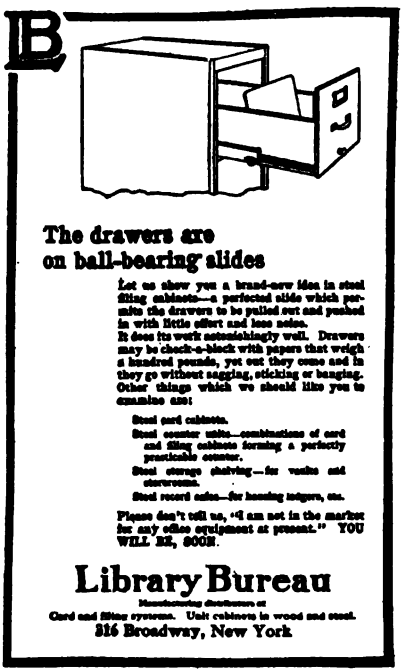
The first function of the illustration proper is to supplement, make stronger, clearer, or more attractive, something which the copy fails to accomplish successfully. This, of course, gives a basis, and a fundamental one, for classification in the illustration field. Perhaps the problem is the exploitation of hose. A certain firm gives half of its car card space to the face, bust, or figure, of what they presume to be a pretty girl. Perhaps she was before they treated her to the car card reproduction process; she is not always so after the process. When asked what is the object of this head or bust, the reply generally is—"to attract attention," or "a pretty woman gets the public," or "everybody is interested in a pretty woman." Every one of these answers defeats the end of the illustration in itself. The classification based on these ideas may be said to be relevant and irrelevant. In the first place, if the pretty woman is used to get the public attention it has



Excellently balanced and showing how by attractive placing repellent illustrations seem to be almost good

Digitized by Google

failed in a large percentage of cases to get the public attention to the thing for which the display exists, namely, hose. In the second place, if the "pretty woman gets the public" and the public is got, the chances are that the public is not thinking about hose or the qualities which this particular hosiery wishes to exploit. If, in the third place, "everybody is interested in a pretty woman," they are not so because she wears any kind of hosiery in particular, or because she wears any hosiery at all, and the possibility of creating a set of associated ideas on the hosiery question is very remote in this type of illustration. One should refer to his knowledge of the laws of attention, interest, association, and the ideas of apperception to judge the relevancy of an illustration of this type.



Suggestive treatment of illustration, emphasizing only one feature described

Whenever a set of ideas is set in motion by suggestion and urged to continue by further suggestion, the probability of changing the association or forming a new one with an entirely new set of ideas seems absurd. More time, space, money and mental effort are spent in the sentimental viewpoint of the pretty picture, par-

Digitized by Google

ticularly of the pretty girl, than one can afford to spend in illustration as an efficient factor in advertising display. Whenever there is a question in the mind of the user as to whether an illustration is absolutely relevant to the idea he is exploiting he should ask himself—"For what am I using this illustration?—Can I afford for the sake of public attention to interest the public in something which is entirely foreign to the thing I wish them to consider?" If our plea is human interest, the only possible connection can be the fact that if one arouses pity, or admiration, or affection, in the mind of the observer, he may consider him in a better state of mind to open his pocketbook without question. This is the only possible argument, it seems, for such illustration waste.

Showing badly placed illustration, unbalancing page

Thousands of cases may be cited all over the country in which this almost illiterate and childish admiration of pictures has led great manufacturing firms to expend millions on useless stuff. Granting that the firm has in some cases found these advertisements to yield a satisfactory result, there is no proof that even a better result would not have been yielded had they been omitted. There is every reason to believe that a higher state of public appreciation would long ago have been reached if this sort of thing in car cards, catalogues, magazines, and calendars in the

Digitized by Google

country had been tabooed, as any other useless waste and pernicious tendency has been treated.

NATURALISTIC ILLUSTRATION

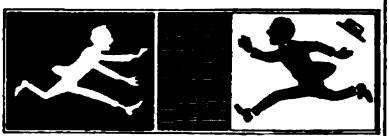
A further classification of illustrations seems to be advisable at this point. Pictures should convey facts as to form, shape and action, and they should also convey ideas of certain qualities which may be classed quite apart from the idea of facts. I refer to such qualities as refinement, strength, dignity, frivolity, firmness, and the like, as well as the quality of pleasure which is aroused by a sense of esthetic relationships.

The picture that is like an old-time photograph seeking in its idea to reproduce with positive accuracy the smallest facts of detail, important and unimportant, is called naturalistic treatment. This naturalistic treatment in pictures may be compared to the realistic epoch of acting in which the drama sought to portray in the most realistic way every fact connected with the birth, growth, and maturity of the plot. The old-time audience listened in martyred complacency while realism, with all its joys and horrors, was told in the most naturalistic possible manner before their eyes. In modern times this seems childish and ludicrous. Only the most flagrantly ignorant desire to have the naked truth with all its accessories. The public is imaginative—they have rudiments at least of intellect, they desire to judge for themselves, mentally to create something, to let imagination play some part in creation, The suggestion is all the public wants now in plays, problematical as they are. This is the modern state of consciousness. It appears in literature, on the stage, in music. It must appear in one's judgment of pictures.

To a student familiar with the history of painting,

Digitized by Google

even casually, there is a great lesson to be learned in this regard. Epochs of painting that produced masterpieces are not those that produced in each masterpiece every technical fact. The more realistic a school has gotten, the softer and more ephemeral become its types and the less decorative the finished product.



This is no run on a bank, but you can bank on a run on these suits at $--

Yes, all this season's make, all up to our regular standard.

Instead of spending the money in big newspaper space we're giving you the money--$3. to $5. saving to you on every suit.

Poster treatment of illustration; vigorous motion for attention value and interest

In current times it has been quite a custom in using, for example, the pretty girl before referred to, or any other similar thing, to attempt by touching and retouching, working detail after detail, taking out character and putting in softness and artificiality as character was extracted, to lose the innate function of illustration altogether. It is because the illustration has become a statement of fact that suggestion, because of fact, has degenerated into a secondary, senseless pretense, which is not art.

This naturalistic treatment is the first of the two classes which are being compared.

DECORATIVE ILLUSTRATION

The other form is the one in which facts, or at least minor facts, are subordinated to the decorative idea. This type seeks by the choice and arrangement of the facts to be shown, the colors used, the forms and lines employed, to show a decorative plan suggesting facts

Digitized by Google

Poster treatment, decoratively arranged. Shows how one object may be emphasized by a more detailed treatment for the sake of attention.

Digitized by Google

Digitized by Google

and qualities at the same time. In addition to facts and general qualities, it seeks further to create an atmosphere of esthetic pleasure through its choice and arrangement. This is the ideal type of illustration as to treatment. Broadly speaking, it is called the poster idea. This is a somewhat incomplete term, since it may be applied to other things. At any rate it is a type in which flat tones or design takes precedence over unimportant fact.

A very important modern exposition of this type is seen in recent Austrian and German poster work. A few places in this country are educating students now to the power of appreciation as well as production in this field. When illustrations are properly comprehended, this form of treatment will supplant the former one and mere pretense, with its sentimental associations, will take its place in the shades of background experience.

RELATION OF ILLUSTRATION TO OTHER ELEMENTS

A word should be said in regard to the placing of the illustration in its relation to other matter within the display. Let us illustrate with the car card. If we consider the car card divided into two equal parts by a vertical line, left and right hand parts, it is sometimes the custom to place the illustration at the left, facing out. This calls attention, by gaze, to the ad next the one in which the illustration is found, and is bad form. On the other hand, it sometimes happens that the illustration is placed in the right hand half. If it faces out, it is still worse. If it faces in, it is better, but very often takes attention entirely from the copy at its left and the observer, who naturally reads from left to right and whose attention is carried in that direction, passes

Digitized by Google

from this illustration to the next card without ever seeing the copy.

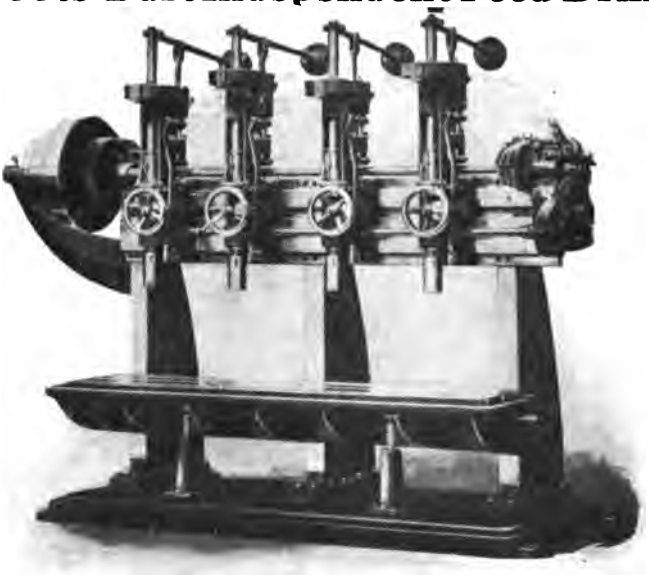
What is true of the car card is true in other fields under similar circumstances. If the function of the illustration is to attract attention, stimulate interest and bring conviction, it must be placed where it will as nearly as possible accomplish these three things. In magazine and newspaper layout, cuts frequently appear too low down or after the points have been made. This either means that they are not needed, because the points have been made, or that they may, unless very carefully chosen, lead the observer into another field of thought and destroy the sequence.

Sometimes when the illustration is suggestive enough or strong enough in idea, quality and art feeling, it is possible by its proper use to lessen the amount of copy needed. It frequently occurs that fewer words may be used because of the illustration's appeal, and sometimes fewer illustrations may be used because words are sufficient.

There is much discussion as to what part of advertising space should be used in the cut as compared with the whole amount to be used. Of course, there is no definite rule that can be given in this regard. Sometimes a poster cut may tell in itself, through its statement of facts, actions, and qualities, nearly all one needs to say. This is probably truer of out-of-door posters than of any other fields. On the other hand, it very often happens that a mere suggestion of some quality, or style, or fact, is sufficient with the copy to make the idea clear, attractive, and convincing. While there can be no way of stating the exact proportion of the illustrative idea, it seems that it may be fairly safely stated that in general work one-fifth the space

Digitized by Google

Foote-Burt Independent Feed Drills



THIS is one of the nine sizes of this type machine we build. The Independent Feed feature makes it possible to drill a number of holes in one piece at varying centers in a straight line, thereby eliminating the excessive handling and expense and insuring accurate work. While the above is the main feature of the machine, yet the drilling of single pieces can be handled in an economical manner, due to Independent Feed, as the operator and machine are always busy

No. 4—Four Spindle Independent Feed Drill

This machine has a capacity of 2-inch drills in solid steel at a minimum center distance of 8 inches or a maximum center distance between outside spindles of 75 inches.

Each spindle has independent feed with automatic knock-off and clutch for stopping and starting in order to change tools without stopping the whole machine.

The spindles are adjustable on the rail while the machine is running or at rest.

Three changes of geared power feed are provided through quick change gear device, any one of which is instantly available by simply shifting a lever conveniently located. The weight of this machine is 10,000 lbs.

Write for new circular specifying No. 4-5.

The Foote-Burt Co., Cleveland, Ohio

Detroit Office—827 Ford Bldg. Milwaukee—436 Wells Bldg.

Magazine page with illustration too large in proportion to copy

Digitized by Google

is not too much. Sometimes, of course, much more may be allotted, and probably sometimes less. If the function and type of illustration are understood a reasonably definite conclusion may be arrived at in each of the various fields of display.

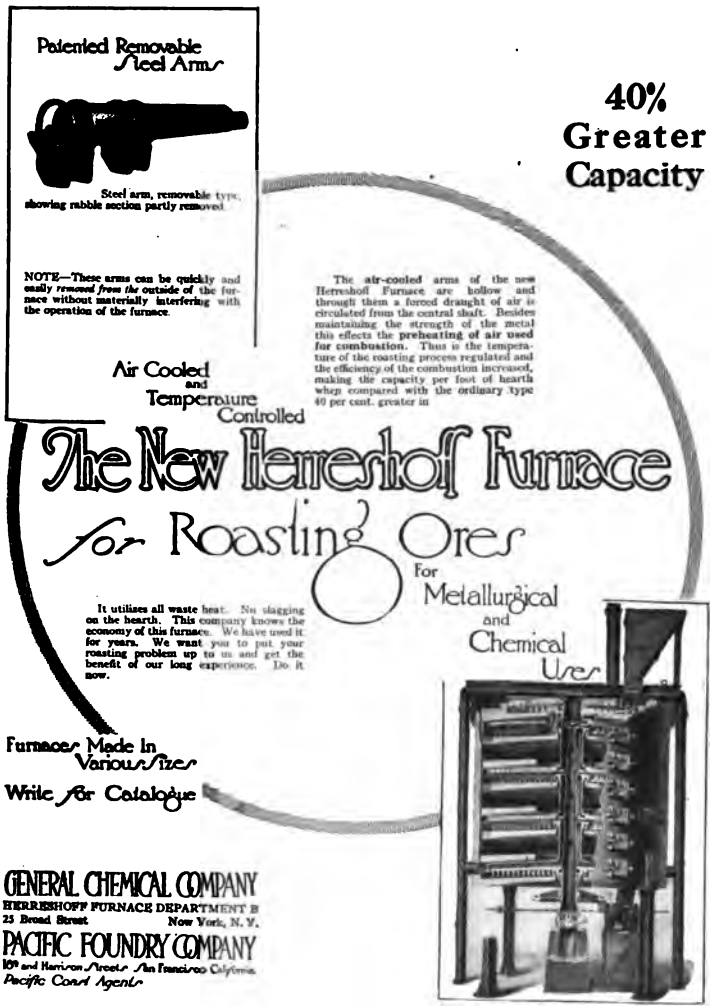
FUNCTIONS OF ILLUSTRATION SUMMARIZED

To summarize a moment—the function of the illustration is to convey fact, quality, and create a mental condition through suggestion. Suggestion should play a much more important part than fact statement in all places where quality is of any importance. Generally speaking, words are about as effective in conveying abstract ideas as pictures are. This is an important point. Under ordinary circumstances the illustration is to supplement the copy and in order to do so, in any sense, must be relevant to it.

The second reason for its existence is based on the psychology of human appeal. People are no doubt more interested in persons than in things—but "persons" is not a sex term. In ordinary advertising it should not be the law that face powder, hose, paving stones, and caskets advertised through a female head as an attention getter, or through a female figure, is a matter of human interest.

The third function of the illustration is to make a more general and far-reaching appeal than words can. Because of the impersonality of words, because of their abstract similism, they cannot, except in very rare instances, stir the emotions with the same vigor and zeal that pictures do, and it is, of course, the emotions that create the mental atmosphere desired in much of our advertising display. The difference between the way the intellectual faculties of the mind act and the

Digitized by Google



Magazine page, material badly selected, badly grouped, badly placed, too mixed in kinds

Digitized by Google

mental activities of the human being is a matter for psychological discussion. The sections on those subjects should be carefully studied in relation to this section on illustration.

Atmosphere is indeed an indefinite word, but it is not so difficult to describe it in this connection when it is seen in this way. Anything which is presented to consciousness through the senses, if sensed at all, creates a mental state of pleasure, pain or indifference. It is rarely wise in advertising to create the condition of pain, or fear, except indirectly in the case of patent medicines and other articles that are bought only because of fear. It is generally wise to create as pleasant a mental condition as possible. Some persons find pleasure in one thing and some in another.

The intelligent use of the illustration in creating atmosphere is its use in creating mental states which really are the atmosphere of the individual. For we are pretty nearly what we think we are at the time and we do somewhat nearly what we feel like doing when we can. This mental state, created by the presentation of qualities to consciousness, is atmosphere. It is a mistake to think that because people are poor, somewhat uncultivated, and apparently unrefined, that they buy things more readily which are as poverty-stricken and illiterate-looking, or badly formed, as they themselves believe they are. People like to be thought better than they are, and the atmosphere that recognizes this fact is more likely to produce results than the one which believes that everybody must be met on the exact ground on which he seems to be to the man who is judging him. People are often much better than they seem and often understand and enjoy much better than they appear to do.

Digitized by Google

Decorative treatment with color use showing simplicity and a proper sequence.

Digitized by Google

Digitized by Google

CHAPTER XXVI

ORNAMENT

Ornament defined — Decoration and ornamentation distinguished — Sources of ornament — Historic ornament — Ornament as applied to borders — Initials and other applications of ornament — Head and tail pieces.

ORNAMENT DEFINED

The term ornament is applied to certain forms which have been evolved, or are being evolved, with decorative intent. The aim of ornament is to strengthen or define structural lines and to add beauty through a unity with the thing upon which the ornament is applied. Every period in history has evolved its own ornament types, with the same sense of desire for beauty and belief that ornaments would realize this end. Sometimes beauty has been the result, sometimes the most intense ugliness has come out of both the making of the ornament and the bad use of it after it has found expression.

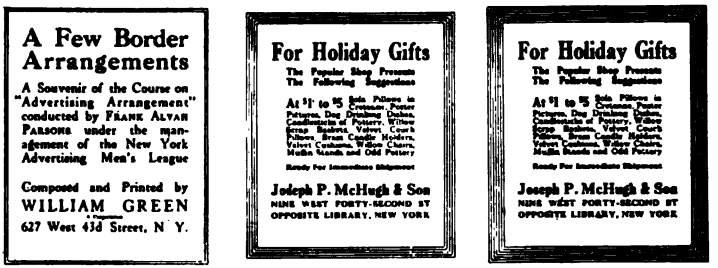
DECORATION AS DISTINGUISHED FROM ORNAMENTATION

The first step in understanding ornament is the clear distinction between the terms "decoration" and "ornamentation." The ornament itself may be good and the result of its use bad; or, the ornament itself may be fairly good and the result of its use extremely pleasing. There are then two distinct things to realize—when

Digitized by Google

ornament is itself beautiful and when it is decorative in its use.

The term decoration implies two things: first, the



A succession of borders in several lines

1. A fairly adequate support
2. Lines become distracting and conflict with copy
3. Lines dominate

defining or strengthening construction or structural lines. This presupposes a made thing upon which decoration is to be placed. Ornament existing without this idea cannot be a decoration. Bands or stripes

A succession of borders inclosing a well arranged copy

1. Line too weak
2. Line too strong
3. Line about adequate

around a rug define its edges and sometimes add beauty to the rug. They break the surface, occasionally introduce pleasing shapes and sizes, vary the color, and alto-

Digitized by Google

gether add charm to the rug. This is a decorative use of ornament. Curtains which hang at the windows,

A succession of border lines

1. Showing how placing of strong line leads attention both out and in
2. Showing placing of strong line so as to direct attention in only
3. Showing lines too far apart and their scattering effect.

straight, in harmony with the window casings, door casings, and other vertical structural lines, have a pleasing color and pattern, form a decorative window

Showing set of borders

1. With corners too strong detracting from copy
2. Better balanced, but corners in line form a different motif and by contrast remain too strong
3. Showing how wavy line contrasting with copy demands the whole attention

idea. Two long candlesticks on either end of a mantel, in harmony with the structure of the mantel, making stronger the structural lines because of repeating them,

Digitized by Google

cause a decorative effect. Carving, restrained or confined between certain lines, may add strength and beauty to the structure of a cabinet or a chair, or, by loose and unintelligent placing, may weaken the structure and make a chaos instead of a chair back or cabinet front.

Often it happens that one admires a piece of bric-a-brac, curtain material, a pattern in a rug, or a bit of

A set of borders in which one shows the distracting effect of movement outward. Two shows the concentrating effect of movement inward. Three shows the use of the French motif and its decorative effect badly used to express general merchandise

historic ornament, and imagines that he can place this where he likes, as he likes, with anything he likes—and the result is decoration. This is not so. This is ornamentation. It is the exploitation of ornament for the sake of showing the ornament. The result is usually in bad taste. Perhaps this may be briefly stated in these terms. Decoration exists to strengthen structure and make more beautiful the object upon which it is placed. Ornamentation exists to exploit itself at the expense of the objects with which it is associated. It would be well, by-the-way, if persons knew this in arranging the interior of their houses, selecting materials for their clothes, as well as in the question of advertising display.

Digitized by Google

Matchless
1" to 2"

THE OSTER "Matchless" threads all sizes from 1 in. to 2 in. on one set of narrow, receding dies. There is not an easier cutting die-stock made and none so light with the same range. Its Protected Leader Screw is an exclusive feature.

Oster Tools are on display in 525 Cities of the United States and Canada.

No. 306B is one of three sizes we build of this type. The gears made from solid metal, cut on costly automatic machines and the pinions cut from solid steel forgings place these tools in a class with the finest machinery made. This tool in the corner of your shop will take care of all your pipe, bolt and nipple threading.

Pipe-threading today is Easy and Cheap—

THE fact that this is so is due in a large measure to the persistence of this concern for twenty odd years in concentrating on *one* subject—better pipe-threading. The truth of this you can quickly prove by testing any of the 47 tools of the Oster line, the largest and most complete group of pipe. threading tools on the market.

OSTER TOOLS
Hand Belt Motor

are built on the principle that every tool must win the good will and respect of its owner. To make sure that they will make good we build our tools with the utmost care and accuracy. The result to you is inevitably *more work accomplished in less time and more and better work per dollar expended.* The dealer in your locality will gladly show you what you can do with an up-to-date pipe-threading tool.

This is the complete OSTER Catalog which we are sending FREE by return mail to everyone who sends in his name and business address.

Yours for the asking.

WRITE NOW.

Kindly send me your complete catalog free by return mail and name of nearest dealer.

Name .....
Business .....
City .....
State .....(2095)

The Oster Mfg. Co.
2095 E. 61st St.
CLEVELAND,
OHIO

Unbalanced placing of illustrations with breaking of margin lines and ugly general arrangement

Digitized by Google

SOURCES OF ORNAMENT

There are two distinct sources also, or two fields, from which ornament is drawn. The first may be called nature—the naturalistic. Naturalistic ornament is ornament which proposes to express some thing in nature as nearly like the original thing as is possible to the medium of its reproduction. At various times in the history of art development the extravagant love of nature or the belief in its beauty under all circumstances has led people to exaggerated ideas of the importance of representing nature in all places, in all materials, for all purposes. This seems ridiculous on the face of it. While it might be possible to tolerate a wax rose, it is less so when you think of a hair one or a shell one. Tin and iron scarcely lend themselves to the subtleties of natural floral textures. Paint, with all its possibilities, fails to do justice to the beautiful lily, even when the so-called artist applies it to the dinner plate, the sofa pillow, or the wall paper. The misconception of the possible terms of nature are legion, but in most historic periods this has been an important field from which decorative motifs have been chosen.

The second type of ornament is taken from the field of abstraction. This means that forms have been created with lines, spaces, spots and colors, the results of which have aimed at pure form beauty and the attempt to arrive at this without its bearing any resemblance to anything that ever had life. The Greek did this largely. The Saracenic school, because of religious prejudices, evolved a system of interlining ornament wholly free from the naturalistic idea.

There is a middle ground between these two, called

Digitized by Google

Bad structural arrangement, with unnecessary introduction of ugly shapes

conventional ornament. The source of this class is nature, and the result is a modified form of the source better suited to general use than the actual representation of nature itself. Ruskin has said, "Conventional-

Digitized by Google

ism is man's expression of nature in his own materials." This means that conventionalism is the adaptation of natural motifs, floral and animal, to the individual material in which man intends to represent it. Liberties are taken with the actual form, size, and color. Parts are added or taken away. Colors are harmonized through law. Lines are constructed and bent to circumstances, both as to the space they will fill and as to the material in which the design is to be worked. It is bad art to expect to represent a flower as it really looks, in wall paper, a rug, or a china plate. The general idea of form, size and color may be so arranged and modified and structurally placed as to become a true decorative idea. This middle type, the "conventionalized ornament," is in quite general use.

HISTORIC ORNAMENT

At this particular point it seems best to discuss for a moment the historic ornament idea, because this type—whether naturalistic or otherwise—has been and is in the printing trades a good deal the vogue. Type books have been sent out with ornament taken indiscriminately apparently from any place and every place, and printers have taken these traditional motifs to be "real art," using them for borders and in other ways where ornament seemed desirable, or where the client was willing to have his paper used that way.

A "period" in art is an epoch in which the activities of a people are dominated by one master mind. In monarchical countries until very recently this has been comparatively simple. In France the art was the art of Louis this or that, really dictated by the women of the court and their followers. In England the art of

Digitized by Google

a period was more or less the monarch's intellectual and domestic interpretation of the Italian Renaissance up to the days of Chippendale, when it became largely an individualistic expression. The older periods, like the Greek, Roman, Saracenic, and Byzantine, have expressed actual ideals of life, religious, political and

Illustrating good balance of copy and illustration. Abstract border

social. These ideas have been expressed, like the later ones, in architecture, painting, sculpture, pictures, literature, and in ornament.

It will be clearly seen that ornament must be as truly the natural, spontaneous expression of ideas as is architecture, music, or literature. The ideals and activities of the time find their permanent form often in ornament. Take the Gothic period, for example. A cathedral would be meaningless without its ornament. The cathedral is symbolic of the greatest religious enthusiasm the world has ever known. Every detail of its ornament is symbolic of fact and fancy connected with religious life of medieval times. No part of it was for show, and no part of it without a meaning. The Greek period represents much the same

Digitized by Google

spirit, with the development of pure form beauty as an ideal instead of the spiritual ideal of the Gothic era. Nowhere in the history of ages is there recorded a more devoted and live interest than that of the Greek to the development of this pure form ideal. These are but two of the many types of ornament which have been the result of the normal activities of nations, based upon the concentrated ideals in which they lived. This makes ornament not a show stuff, but actual, living representations of ideas. Many of these forms still obtain and retain their original significance, and this fact must be recognized.

An amusing illustration of the failure to catch the spirit of a period was seen in a single group of advertisements with borders which were submitted for class criticism. The period of Louis XV stands for a period more unstable, frivolous, untrammeled by convention, and ungoverned by restraint, than any other period since the fall of the Roman Empire. Its ornament is largely composed of rococo motifs, curved and twisting, sinuous and sensuous, non-structural and moving, dainty and effeminate, wonderfully worked together in columns of writhing unstableness. Borders precisely the same in their origin and much alike in appearance, taken directly from this period, were found around pages on which were advertised vanity boxes, printing machinery, paving stones, and caskets. While there may be a connection between the first and last of these and the ornament used, there seems to be very little between the second and third.

Although some of the historic periods have lost their significance somewhat, there is always a decided feeling of certain qualities in ornament which make it impossible to use it indiscriminately.

Digitized by Google

ORNAMENT AS APPLIED TO BORDERS

One of the most familiar applications of ornament in advertising is that of border use. At present there is a wave, almost an epidemic, of borders. They vary from a single line to five or six lines, from the Greek fret to the Gothic trefoil, from black to white, and the entire range of the spectrum circuit. Because of this we will consider first the function of the border itself.

An arrangement showing border, sides and bottom well sustained, consistent though a little strong. Top inconsistent in line motif and feeling

The general form of the printed mass upon the page has been so bad, the edges so ragged and disconnected, that the border has very likely been the natural step between this chaotic mass and the constructive form of edges which is rapidly coming into use. By placing a line or some border arrangement around the page and outside the copy, an apparent unity has been produced when otherwise the page would have been an unorganized mass. The first function of the border is to sustain the material, help to make it structural,

Digitized by Google

and make it appear to belong together and also to the edge of the paper. In this the border has done a great work.

The second function, unless the border is a purely abstract one like a line or a Saracenic motif, is to express an idea. It sometimes happens that a fact which is expressed in copy or illustration may be repeated in border form, thereby strengthening the appeal. Often a border creates a mental state the quality of which is exactly the one you wish to have understood by your illustration or your copy. Take, for instance, the Louis XV border and the vanity box. The very shapes and sizes of the ornament suggest powder puffs, frizzes, mirrors, and the like. When a border can do this successfully it is well used. This is really, then, expressing a fact or creating an atmosphere.

Allowing this to be true, there are certain cautions which it is necessary to give in the use of borders, or their efficacy is destroyed. Since the border is used to harmonize the copy with the edge, sustain it and make it stronger, it must in no case be itself stronger than the copy. This is the same principle as the picture frame. Whenever a picture frame makes a stronger appeal than the picture, the frame is bad. Few persons indeed there are whose taste is so depraved that they would care to admit their desire to exploit picture frames on their living-room walls. Most persons, even with bad picture frames, think they are framing pictures to show the picture. If the advertising copy is of any account, let it seem so by being stronger than the border which surrounds it.

Furthermore, unless the border can be made to express the same idea that the rest of the display

Digitized by Google

expresses, it is very desirable that it be kept purely abstract, that is, in line or shape without the suggestion of historic style or of a natural unit. An irrelevant border is as bad as an irrelevant illustration and sometimes even in worse taste, because ignorance as to the meaning of ornament is less excusable than one's undying belief that he must love pictures of anything whatever. We have inherited that tradition.

Arrangement whose border in style and feeling is in keeping with goods advertised. A little too strong for text

INITIALS AND OTHER APPLICATIONS OF ORNAMENT

A second use of ornament is seen in the disposition to use extravagantly what is known as ornamental initials. The treatment of initial letters should have a chapter by itself. They are of all shapes, sizes, periods, colors, and forms, and represent in their aggregate probably the most atrocious combinations the market affords. Whenever the ornament becomes more attractive than the letter itself, so that it is difficult for the mind not only to select the letter but to

Digitized by Google

FAIRMONT
COAL MINE EQUIPMENTS

Slippery Tracks—Bad Brakes—Don't Affect

Fairmont
Railroad Car Retarders

PATENTED

They give the dumper on the tipple **at all times** complete control of the cars to be loaded. No chance of runaways if you have a Fairmont.

Saves you money, too. Eliminates spilling—cars are fed regularly—makes a better-looking load.

With the Fairmont there is no chance for accidents. The men do **not** have to ride cars through under the tipple. The retarder does it all.

This device is easy to install and operate. Effects a saving in labor, often enabling owners to dispense with the services of one man.

You will find this installation a paying investment. **Let us send you a bulletin NOW.**

Fairmont Mining Machinery Co.
Fairmont West Virginia

Showing how qualities of the merchandise may be used effectively in border arrangement, at the same time illustrating the ideas exploited. Good arrangement of copy as to blank space

Digitized by Google

connect it with the rest of the word, the use is not in good taste. It seldom happens that an initial letter which occupies more than three lines of space, from top to bottom, can be successfully used. The letter itself should be, of course, near the top, so that its top is horizontal with the first line of print. Great care should be taken that too large, too long, or too disconnected an initial is not used. These are not supposed to be decorative. Function precedes looks in its importance, so far as advertising display is concerned. If it does in other fields it does in this field, and we are not bound by tradition to accept and use any and all forms of decorative initials even though they were developed by the monasteries in medieval days. There was plenty of time for such things in those days and the object for which these things were designed was entirely different from the object of their use in present day problems.

HEAD AND TAIL PIECES

The third important use we shall call head and tail pieces and "space fillers." It has been the custom to select pieces of ornament, frequently triangular, turn them upside down, and attempt to fill out a page half filled with copy. Worse practices are prevalent, of dropping in a clover leaf, a dot, a small rose, a trefoil —perhaps repeating it to fill out a line. These practices of introducing ornament heterogeneously to fill out space are distracting and tawdry and in bad taste. Silence is golden. Blank space is equally eloquent. Good form demands dignity, and the copy should ordinarily speak for itself. The most pernicious use of ornament is in its introduction into spaces of this kind and on pages otherwise unblemished.

Digitized by Google

Ornament is only effective when it is needed and when it bears a distinct relation to the other materials with which it is used.

Digitized by Google

CHAPTER XXVII

TYPE

Line meanings — Standard and decorative types — Hand-made type — Historic and modern type — Relation of initials to other type.

LINE MEANINGS

Words are abstract symbols having meanings only as we have so decreed by choice and use. Lines have much the same history. Primitive races have used in hieroglyphics and other language forms, lines to express ideas of both fact and quality. The Egyptians expressed a regiment of soldiers at rest, standing, by a row of vertical lines. Grain and forests undisturbed by wind were represented in the same way. A river, ocean, prairie, and other flat objects, have often been represented by straight horizontal lines: while waving grain, ocean waves, persons in motion, and other activities, are often recorded in oblique lines. The seemingly inherent tendency to use lines to represent various quiet and active positions has led to a feeling for these expressions in persons seeing such line forms.

Lines may be said to be of two kinds, straight and curved. The straight line is the shortest distance between two points and, as the definition signifies, it is direct, forceful, structural, determinate in its character and feeling. The curved line, which changes its direction at each point, is less direct, non-structural, and

Digitized by Google

decorative in its character. Furniture constructed on curved lines has not the same feeling of security as that built on straight lines. This is equally true in architectural construction—except in the case of the arch.

When a straight line has been used by primitives in a vertical position it has expressed such qualities as growth, unrest, aspiration, repose in gravitation, and dignity of position. The same line when horizontally placed has indicated rest, repose, sleep, death, and has represented water level, flat land, and the like, in concrete forms.

A human figure, erect, in line with gravitation, has the same significance as the vertical straight line, while the same figure horizontally placed will bear the same interpretation as the horizontal straight line. If, however, the figure is in a slanting position, bending forward as if to catch something, or half bent in rapid walking or running, it is at once said to be in action. There is no repose, less dignity, and the feeling of unrest is present at once. Out of this feeling of action has grown the term "motion." The oblique straight line has represented action. It has the feeling of unrest, instability, and creates the idea of lack of harmony with the law of gravitation.

The structural lines of the average room are vertical and horizontal, its angles right angles. Strength, dignity and form are the result. A picture whose frame has horizontal and vertical lines feels harmonious upon the wall and if wires are extended from the top corners in a vertical position to two picture hooks upon the molding these vertical lines are in harmony with the picture frame, doors, windows and structural lines of the room. If, on the other hand,

Digitized by Google

one wire is used, starting at the corners and meeting at a point with one hook at the wire, a triangle is created whose lines give the idea of motion or action and destroy the unity of the wall. They call attention to themselves because of their unlikeness to the situation in which they find themselves.

Curved lines are of three classes and these three classes of curves should be studied carefully that one may feel at once the significance and possibility in each of the curves whenever it enters into the contour of any made thing. Curves seem easier to grasp in their meaning in pottery and porcelain than in any other field, although they are active, of course, in the structure of any and all kinds of type with which we have to deal.

Bad taste in mixing many types. Main body of type well chosen to express fashion's frivolities

The circle is a plane figure bounded by a curved line, every point of which is equally distant from a point within called the center. An arc in this bounding line is the most monotonous curve we have. Wherever it is taken, however great its magnitude, it

Digitized by Google

changes its direction at every point in exactly the same way that it does at every other point. Sometimes, of course, this is desirable, but for decorative purposes and subtlety of feeling it is less desirable than the other types. The bounding curve of the ellipse changes its direction differently from one extreme of the minor axis to the adjacent extreme of the major axis, but changes in a like manner between the same extreme of the minor axis and the other extreme of the major axis. This curve is less monotonous than that of the circle; therefore more subtle. The oval is bounded by a curve which changes its direction differently at every two points between one extreme of the major axis and the other. This gives a curve of exceeding grace, subtlety and interest, and is the curve upon which the most interesting and beautiful curved line objects are built.

This discussion of lines has been given in the hope that we may see its relevancy to the structural form of type faces, the abstract symbols used to convey our thought.

STANDARD AND DECORATIVE TYPES

The supreme importance of having a knowledge of form as a medium for expressing ideas has been already discussed. In no field is there a greater chance for exploitation of this idea than in the field known as "type forms." Every letter of every type should convey in itself not only a feeling of fact but a feeling for quality, which no other type of any kind could exactly express.

In discussing this subject, let us first see type, or letters, divided into two classes, the first class of which we shall call "fixed forms." By this we mean such type

Digitized by Google

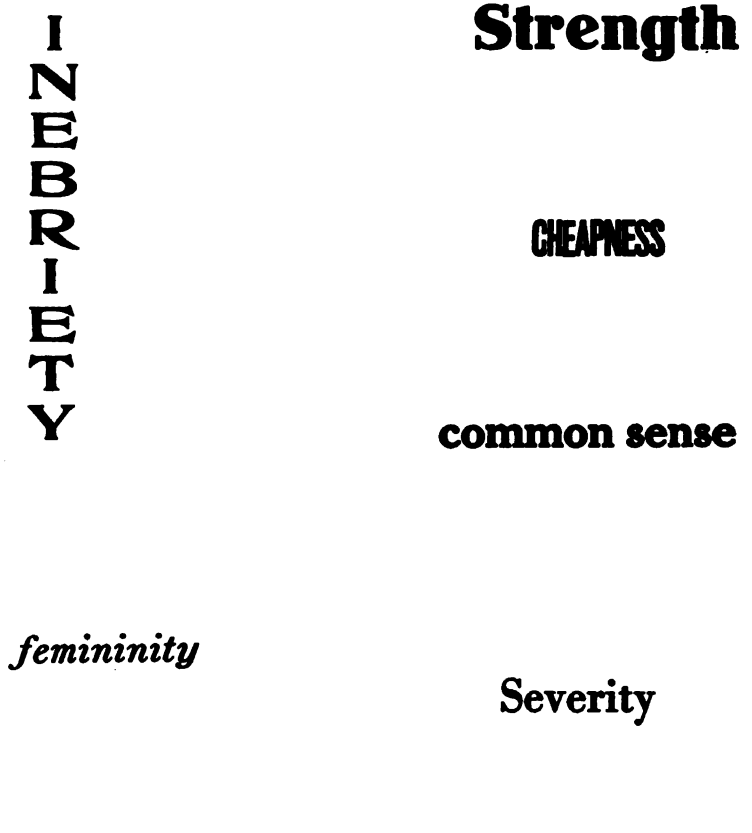
as has been standardized and cast and is used in general book, newspaper, magazine, and catalogue work. Perhaps those in the most common use may be said to be Roman, Caslon, Cheltenham, John Hancock, and Gothic, and other simple styles which are known to every printer. Because these are fixed in form and abstract in their nature they are, of course, standardized in shape. Being standardized in shape they are standardized in quality.

The Roman feels angular, blocked, structural, somewhat scientific in its shape. Speaking of a medical book or a book on electricity, one instinctively feels Roman type. Caslon and Cheltenham are capable of a more decorative treatment. The various faces of each of these types give rise to still greater possibilities in feeling expression. Inasmuch as straight, horizontal and vertical lines are used, the feeling for these lines should be seen in the type. Where slant lines appear in any number the feeling is changed. The kind and quality and number of curves involved materially change the feeling. It should be clearly seen that a sub-division in thought is necessary here into structural, or scientific, and decorative styles. When working out a display in which the idea, either in object or in atmosphere, requires a decorative quality, even these forms of type lend themselves splendidly to the possibility of such expression.

HAND-MADE TYPE

If the problem is one in which the letters may be hand-made or particularly made for this special problem, the situation is infinitely more interesting. In advertising the frivolous objects in theatrical make-

Digitized by Google



Showing how styles in type suggest by their form the prime quality which they represent. (By courtesy of Benjamin Sherbow.)

up, or woman's lingerie, letters may be constructed uniting straight and curved lines in such proportions that on the presentation of the word *lingerie,* or *theatrical make-up,* or *false hair,* one is obliged by very virtue of the letter form to visualize the object

Digitized by Google

advertised. A book treating of wading birds should not present its cover and title page in short, thick letters that might be suited to Dutch tiles or paving stones.

This question of designing type which shall perfectly suggest the idea, no doubt has been the reason for many new types which have been put on the market in the last few years. It should be remembered, however, that not all things new are decorative, nor is it desirable to over-decorate anything, even the page on which type is the decorative feature. And it must further be borne in mind that the same quality that expresses frivolity, insincerity, and change, cannot express stability, dignity and repose.

HISTORIC AND MODERN TYPE

A further division of type may be called the historic and modern styles. The term historic relates to periods already passed in which type forms have been used to express certain strong ideals or activities in much the same way that ornament has been developed. Old English type, for example, is the decorative Anglican church ideal of word expression as it relates to events, incidents, or occasions, in the religious life of the time in which it was developed. Notice in what points it is similar to the Old German and in what it is different. It will be found to be similar as to curves, in number and kind, to have a more vertical feeling and generally a somewhat thinner line.

Take any historic type you know best and you will see by comparing it with the ornament of its time that it bears a somewhat similar relation to ornament in its meaning. This is always true to a greater extent

Digitized by Google

when the ornament is largely abstract instead of naturalistic. The impersonality of ornament created out of lines is, therefore, related to the impersonality of type created out of the same lines and expressing the same general ideas of feeling.

Modern types, like most modern forms of expression, are somewhat mixed in their meaning. It is not an uncommon thing to see a large building in a large city with Classic, Gothic, Romanesque, and even Byzantine features entering into its construction. In fact, you may occasionally see a house in which there is a succession of gables and arches in one tower representing five distinct architectural schools. This is not only bad form, but an ignorant conglomerate. Care should be taken in selecting type to see that it is consistent with the subject it purports to represent and also that it is consistent in itself, part for part. The question of cost, of course, enters into the use of hand-type. When there is a possibility of using this form of display it is a most desirable thing to do.

Under this head the question of italics naturally appears. Tradition has declared that italics shall be used to make stronger or more forceful a word or phrase. It seems well at first to see in what other ways the same effect may be obtained. A word may be underlined effectively when this does not occur too often. It may, however, happen so often that the page becomes a spotted mass. Sometimes a stronger face is used, thereby emphasizing the important word. If this occurs many times the page becomes unbalanced, or is likely to express the same spotted appearance as in the use of underlining. Capital letters throughout the word produce the same effect, sometimes pleasantly and sometimes awkwardly. In each of these three

Digitized by Google

forms of emphasis, however, greater strength is certainly obtained by their use. In each case the word actually appears stronger for the change. In the case of italics, however, the word is weaker because of the

Illustrating a type whose feeling in form is similar to the idea expressed. Trade-mark well placed but underlining unessential

change, and it will be noted that if very many italicized words appear on the page the effect is much the same as one sees on a pond with very thin ice and many holes made by stones or other missiles. The page is greatly weakened by the general use of italics.

It will be seen from this discussion, surely, that an extravagant use of any form of type emphasis is bad taste and that there may at least be a variation from the accepted form of italic use.

RELATION OF INITIALS TO OTHER TYPE

It is desirable at this point to connect the subject of initial letters with other type uses. Decorative initials, or initials which are considerably larger than the rest of the word, have been considered in the previous chapter. Initial letters out of all proportion

Digitized by Google

to the rest of the page are not only a waste of space and material but result in supreme ugliness. It is well to think back to the Greek law of areas and see if there cannot be some initial device which bears a comparable relation at least to the rest of the type used. This inordinate difference in sizes is emphasized and made worse by the extravagant use of ornament surrounding such an initial. The initial becomes less decorative if it is made of straight lines and rather formal in appearance than when it is surrounded by a mass or maze of curved line ornament. This large area of forestlike ornamental stuff also unfits the observer to see and sense with any degree of satisfaction the decorative quality of the type style with which it is used. Initials should be in good size relation to the rest of the type, say occupying two or three lines in height perhaps, very little larger than this, if decorative material is used with them.

It is the purpose of this section to awaken a keener interest in the possibility of the selection of type when expressing fundamental ideas of quality in objects. Too long has type been just a matter of like and dislike, as color is. Too long have people worshiped at the shrine of the individual, or the one who created the type. And far too long have printers ignored the possibility of this form of abstract language expression. If one becomes interested to work out the possible qualities which type may express he at once sees its supplementary power as an element in advertising display. Surely a larger harmony exists in any advertising layout when the copy, the form, the color, the illustrations, the ornament, and the type, speak the same thing at the same time. Here then are five distinct elements of the language of advertising dis-

Digitized by Google

play, each element of which is capable of its own ideas and functions and each capable of supplementing the ideas and functions of each of the others. Type is no less important than color or form.

Digitized by Google

CHAPTER XXVIII

THE FINAL TEST OF ADVERTISING DISPLAY — UNITY

Unity of ideas — The psychological reasons for unity — Selection of elements — The economic necessity of form and arrangement.

UNITY OF IDEAS

A UNIT may be defined as that to which nothing can be added and from which nothing can be taken without destroying the idea. This makes the problem of unity in advertising display of the utmost importance when seen from any viewpoint whatsoever.

The advertising manager or the firm whose goods are under consideration invariably says the test of an advertisement is the return in dollars and cents which is realized from its use. This at least may be said to be one of the tests of the quality of an advertising display. But even this must be seen from at least two distinct viewpoints. First, the fact that a given advertisement has yielded a certain result is no proof that some other or better one would not have yielded a greater result. Neither is it proved that the form of display used was better than some other form because a certain commercial return has resulted. This makes the question of the real value of any display always an open one and one which the fair-minded man will admit is worthy of consideration.

In the second place, advertising display is a lan-

Digitized by Google

guage to be used and understood by everybody. Not all persons speak the English language with the same intelligence: neither do all persons understand the meaning and arrangement of its various word and phrase forms exactly alike. Education alone makes understanding clear, and association makes terms expressive of similar ideas. Because this is so, a universal understanding of the meaning of each element of advertising display is quite essential to a perfectly intelligent use of it in the commercial world.

It is true that not all people understand color, type forms, illustrations, ornament, in their full and natural import. It is equally true, however, that each of these has a distinct and fixed place in the expression of ideas and that many persons understand, both by feeling and intelligence, some one or more of these language elements. Some people know color, its source, its meaning, its tonal arrangement, its harmonies, its discords, its qualities, and their relationships. These persons understand this language when correctly used and are shocked at the ignorance of persons who use it incorrectly.

Another class speak the English tongue with some apparent degree of accuracy and some measure of understanding. They, in their turn, wonder at the indefinite jumble sometimes called advertising copy. People of refinement and culture know by inheritance and by study the source and meaning of ornament as it expresses and has expressed the ideas in history for which it stands. Association has made ornament talk. These persons cannot understand why there is little intelligence used in the selection in this field when ornament so adequately expresses the idea to be conveyed. Illustrators, painters, and many other people,

Digitized by Google

find in picture language their keenest representation of truth and quality. Why this language should be mutilated by the whim of advertising artists or by the ignorance of the man who directs them is beyond their comprehension.

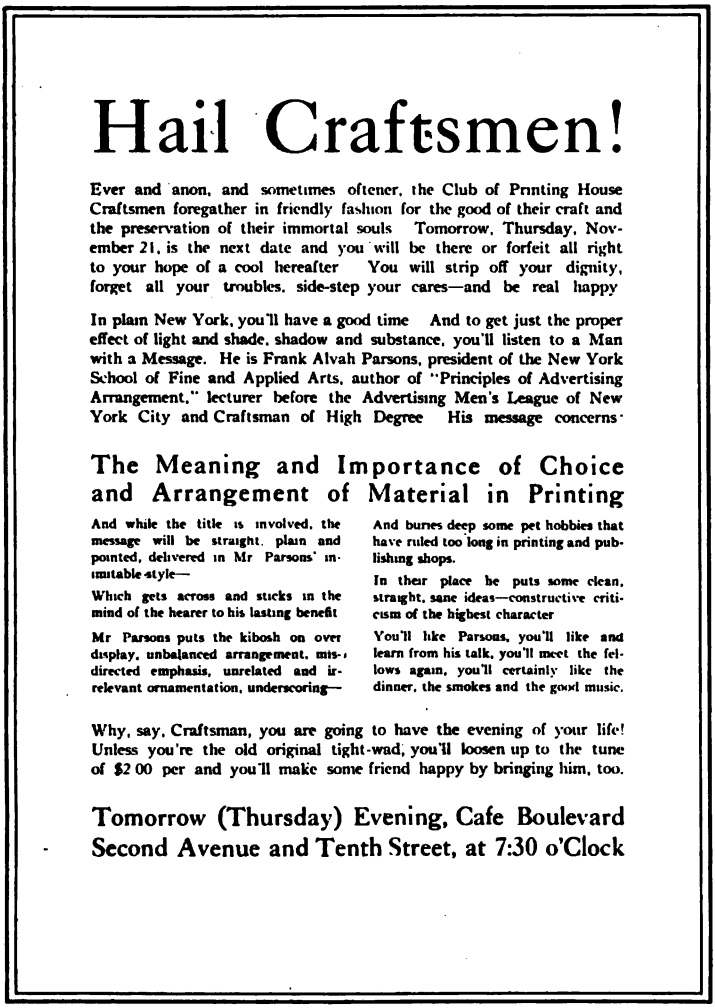
The textural sense as a means of receiving ideas is not to be ignored in estimating the value of language elements. In short, it must be clear to any reasoning man that a thorough knowledge of the power of each of these language elements is essential before we can compute or attempt to compute the effect any advertising display will have on any person or any class of persons to whom we wish to appeal.

PSYCHOLOGICAL REASONS FOR UNITY

A knowledge of psychology or a knowledge of how human beings think and act in different conditions, under different circumstances, is the closest possible accessory to an understanding of the field of display. Display exists for persons. It exists for the mind. It attempts to present ideas in such a way that the mind will behave as we desire to have it behave. It is evident, then, that a knowledge of the mind is as essential as the knowledge of display. A closer correlation of the principles of choice and arrangement with the study of psychology is the only way to use either effectively.

One of the greatest faults with modern advertising in any form, from the short newspaper ad to the largest window display, is the attempt to express too many ideas at one time. The multiplicity of ideas in a short advertisement in a small place and the exaggerated heaps of rubbish that appear in our window displays are but evidences of the fact that few recog-

Digitized by Google



Hail Craftsmen!

Ever and anon, and sometimes oftener, the Club of Printing House Craftsmen foregather in friendly fashion for the good of their craft and the preservation of their immortal souls Tomorrow, Thursday, November 21, is the next date and you will be there or forfeit all right to your hope of a cool hereafter You will strip off your dignity, forget all your troubles, side-step your cares—and be real happy

In plain New York, you'll have a good time And to get just the proper effect of light and shade, shadow and substance, you'll listen to a Man with a Message. He is Frank Alvah Parsons, president of the New York School of Fine and Applied Arts, author of "Principles of Advertising Arrangement," lecturer before the Advertising Men's League of New York City and Craftsman of High Degree His message concerns

The Meaning and Importance of Choice and Arrangement of Material in Printing

And while the title is involved, the message will be straight, plain and pointed, delivered in Mr Parsons' inimitable style—

Which gets across and sticks in the mind of the hearer to his lasting benefit

Mr Parsons puts the kibosh on over display, unbalanced arrangement, misdirected emphasis, unrelated and irrelevant ornamentation, underscoring—

And buries deep some pet hobbies that have ruled too long in printing and publishing shops.

In their place he puts some clean, straight, sane ideas—constructive criticism of the highest character

You'll like Parsons, you'll like and learn from his talk, you'll meet the fellows again, you'll certainly like the dinner, the smokes and the good music.

Why, say, Craftsman, you are going to have the evening of your life! Unless you're the old original tight-wad, you'll loosen up to the tune of $2 00 per and you'll make some friend happy by bringing him, too.

Tomorrow (Thursday) Evening, Cafe Boulevard Second Avenue and Tenth Street, at 7:30 o'Clock

A perfect arrangement of material well placed in sequence following to a logical conclusion the principles of consistent structural arrangement, balanced placing and consistent shapes

nize the importance of isolating ideas we wish to have the human being grasp. Neither facts nor qualities can be grasped by a human being when they appear in

Digitized by Google

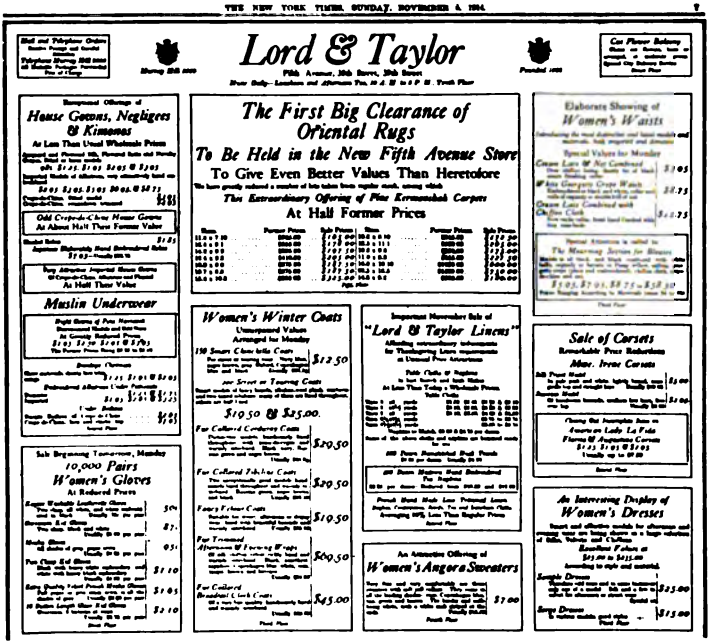
deluges. This is particularly true of the class of persons to whom the deluge is usually presented. Some there are, indeed, who have sufficient sense not to do this in high-class advertising. Few there be, however, who have seen far enough to be convinced that the so-called lower classes have probably no more power of immediate comprehension or present isolation than the so-called upper classes. Just why people who are herded together in droves in dirty tenements should be obliged to receive all their information from the outside world through correspondingly unclean channels is impossible to understand. Even "poor folks" can appreciate a clean spot, a clearly expressed idea, and a decent arrangement of it. Many of them are forced into their present condition and their intelligence is superior to their physical surroundings.

If more than one idea is presented, at least there must be a close relationship between these ideas. One idea must be of supreme importance and all others presented in a logical way, in a perfect sequence, with no distracting ones to destroy the order for which the whole advertisement exists.

SELECTION OF ELEMENTS

It has been shown in each section of this division how possible it is even with coördinated ideas to destroy this coördination by a wrong choice and an injudicious arrangement of things chosen. Let it be remembered that not every element of advertising display is essential to any one advertisement. Many times copy is sufficient. Frequently copy and illustration are a plenty. Very often copy, illustration and color are final. In short, do not use every known element to express every one idea, but judiciously choose which

Digitized by Google



Lord & Taylor

The First Big Clearance of Oriental Rugs

To Be Held in the New Fifth Avenue Store

To Give Even Better Values Than Heretofore

House Gowns, Negligees & Kimonos

Muslin Underwear

Women's Winter Coats

Lord & Taylor Linens

Women's Angora Sweaters

Elaborate Showing of Women's Waists

Sale of Corsets

An Interesting Display of Women's Dresses

Newspaper page with an ideal arrangement for attention, interest, and space distribution

of these elements is best suited to the idea and most emphatic and convincing in its use to express the idea. Having decided what elements to use, let these elements be in perfect unity each with the other. Also, let these elements be in unity with the idea to be expressed. This forms a logical arrangement with which human consciousness can deal in a normal manner.

Too much cannot be said in favor of a knowledge of the principles of form in advertising display. No matter in what field a man works, the best of intentions are often wrecked in the process of use. It is true too that the choice in any field of material may be excellent and the arrangement entirely unsuccessful. Too

Digitized by Google

This is the unorganized page with illustrations in excess of ideas

Two arrangements on opposite pages in a Sunday paper. See the geneous conglomerate

Digitized by Google

Advertising Does Not Add to the Retail Cost of Goods

Intelligently Applied to Business, It Reduces the Selling Price of Merchandise and Increases the Profits of the Advertiser

Once upon a time—not so many years ago—a certain merchant kept a sign in his window stating that he could afford to sell his goods at lower prices than his neighbors because he did not spend money for advertising.

That was nothing more nor less than an admission that he did not know how to intelligently apply advertising to his business. For years he seemed successfully to defy the march of advertising progress. He stubbornly insisted that advertising was an expense. Eventually, others handling the same lines of goods crowded in about him.

He felt secure because his store had been established since before the stirring days of the Civil War. He had a large following that was apparently loyal to him. But his new competitors were keen, persistent advertisers. In the course of a few years, some of them did as much business as he. Their merchandise was as good as his and they actually met his prices. Sometimes they annoyingly went below his figures. It is a fact that they accomplished in five years, by the use of intelligent newspaper advertising, as much as he and his father before him had accomplished in half a century.

Although he turned a deaf ear to the advertising men who approached him, and lost his temper on occasions, the pressure became too great and he was finally forced to yield. He became an advertiser. And he regrets that he did not surrender years before—at a time when newspaper advertising began to be recognized as an agent of economy in business instead of an added expense.

Who Pays for the Advertising?

Advertising costs money, of course, and there must be some easily understood explanation why it is not an expense— why it does not add to the cost of merchandise.

Intelligent newspaper advertising describes desirable merchandise in an attractive manner, quotes a reasonable price and points the way to the door of the man who has it for sale

It speaks persuasively to thousands upon thousands of interested readers every day

It creates six big selling days where there used to be only one or two. It makes more business by arousing more human desires. The movement to satisfy these desires throws an increased demand back upon the manufacturer and general prosperity follows.

It transforms empty stores into busy marts of trade and makes room for new stores. It has made Cleveland's shopping district one of the great retail centers of the Middle West. It banishes the enormous waste resulting from unused facilities, such as floor space, light, heat and idle clerks.

It makes goods sell faster, thereby enabling the merchant to transact a larger business on a smaller investment.

It enables the advertising merchant to "turn over his stock" several times oftener during the year than does the non-advertising dealer and this adds profits with comparatively little additional selling expense.

An Associated Press dispatch from Cambridge, Mass., says:

"The bureau of business research established two years ago at Harvard University has issued its first bulletin, which deals with the cost of retailing shoes. Field agents have sent in reports of the investigation of more than 100 shoe stores in various parts of the country. Among other things the bureau asserts that it has found gross profits ranging from 20 to 40 per cent of the selling price, and that operating expenses range from 18 to 34 per cent of the selling price, which means that some stores are nearly twice as efficient as others.

"Stores that turn over their stock only once a year and others turning their stock four times a year are represented by the investigators as declaring that millions of capital could be released from investment in merchandise if the retailers increased his stock turns.

"More stock turns, it is declared, means an increase in net profit without the raising of prices a penny."

And advertising "turns over stocks," thereby increasing the net profits of a business and at the same time making lower selling prices possible, which, in turn, increases business.

The manufacturer who has goods to sell to the retailer, and—

The retailer who has goods to sell to the public—

Cannot wisely do without advertising.

For the first it creates distribution.

For the second it provides customers, and—

By cumulative effect works itself into a force which makes it the most wonderful agent of economy that has ever been developed.

The Plain Dealer—With Its Great Army of Thrifty Readers—Is Invaluable to the Merchant or Manufacturer Who Wants to Advertise Intelligently in Cleveland

The Plain Dealer

First Newspaper of Cleveland, Sixth City

The organized and structural page, readable and understandable effect of an established, dignified arrangement in contrast to a hetero-

Digitized by Google

well we all know how easily a room may be made a pandemonium by the wrong arrangement of furniture or pictures on the wall. See how perfectly inexplainable are the electric signs, bill-board arrangements, and such mixed erratic placings as are seen in some magazine and newspaper advertising.

THE ECONOMIC NECESSITY OF FORM AND ARRANGEMENT

The slightest knowledge of life makes clear the positive necessity for organization and arrangement in any material thing. Let a man who doubts this investigate any field, and he finds himself unable to grasp or explain the situation unless there is an apparent organized arrangement of everything which is presented to him. In no other field is this so essential as in that of advertising display. This is the one field in which we expect persons of all degrees of intelligence easily to grasp, be deadly interested in, and positively convinced of our viewpoint, whatever it may be. Granting this, it is not difficult to see how important are the principles of advertising arrangement. It must be remembered too that not all principles in any field are operative at the same time, and that the slavish copying or following of principle results sometimes in defeat. It must also be remembered, that in the judicious choice and application of principle is success, and that violations can only be made by him who understands how to follow the very rules he violates.

If the final test of display is the commercial return, advertising display is an economic question. It is desirable to save space, material, time, and mind power used in wrestling with the display offered the public. Whatever, therefore, contributes to redundancy, where

Digitized by Google

simplicity will do the work, is an economic waste. Whatever appears that is not absolutely essential in matters of appeal, interest and conviction, is worse than useless and, therefore, a question of economics as well as of psychological fault. Whatever is not wisely chosen as the best method of expressing ideas will not give the most perfect results. Therefore, this badly chosen material is economically wrong. Human intelligence is fairly busy in these strenuous days taking ideas, assimilating them, and attempting to use them in life's activities. It needs the most careful consideration as to what these ideas are, what will best express them and how this expression can best be presented to consciousness. A knowledge of this is a knowledge of advertising display.

Digitized by Google

Digitized by Google

PART V

THE PHYSICAL FACTORS IN ADVERTISING

Digitized by Google

Digitized by Google

CHAPTER XXIX

ADVERTISING MANAGER — AGENT — PUBLISHER

Advertising manager — Literary requirements — Editorial capacity — Artistic perception — Analytical work — Executive powers — Response to public sentiment — Duties — Advertising agencies — Functions — Service — Advantages — Weaknesses — The publisher — Space and service — Circulation.

ADVERTISING MANAGER

As has been said previously, advertising is not a fundamental science, neither does it use any new fundamental principles. It is a component assembling the factors of a number of old principles in some new combinations so that it represents a new application and condition.

Under these circumstances it is obvious that the advertising man who would be well grounded in regard to all the requirements of his work, needs a breadth of training which will include all the fundamentals represented in the new applications he is obliged to make and which will enable him to survey somewhat carefully a wide field.

Considering the importance of advertising in establishing goodwill, the discussion which goes on from time to time as to the way in which it is valuable in this direction should be considered in estimating the influence of advertising upon marketing in general, and the influence of markets upon advertising. The

Digitized by Google

economics of distribution and of competition must be understood, as well as the importance of the human nature appeal. A sympathetic understanding as to the position of the sales department is required. In fact, it is obvious that the preliminary training of the advertising man should be almost as wide as marketing itself. It should, therefore, take up the fundamental principles of all branches of business and in addition provide something of the fundamentals of mass psychology, of written expression, and of art arrangement. This is no small matter and needs a training at least as severe as that required for any other profession.

LITERARY REQUIREMENTS

It is evident that the man who must depend for his entire success upon his ability to influence large masses of people at the same time, must have a knowledge of the art of written language. This, in fact, is one of the items in connection with the advertising business in regard to which the information of the advertising man must be detailed and specific. Only so much value can be taken out of the advertising campaign as can be put into the expression of the advertisements. The advertising man, as a matter of fact, has a most difficult literary task in front of him. He must take what are to him commonplace items, and invest them with an interest second only to the interest of the reading pages in conjunction with which they are to be seen. As the competition between advertisements grows keener, the advertising page which hopes to attract attention will be obliged to develop an interest beyond the interest developed by the reading pages.

The advertising man, however, must be prepared to

Digitized by Google

do this without the liberty as to space, subject, etc., which are accorded the fiction and special writer. He is confronted with a space already defined, frequently inadequate, and at any rate, admitting of no change. His subject is determined for him, and, in fact, even the arguments which he must use. With these difficulties he must be able to impress the imagination of the hearer so as to induce action.

EDITORIAL CAPACITY

Allied to the literary or writing capacity, the advertising man must have the editorial capacity which enables him to judge of the merits of the different methods of presentation and arrangement, their harmony and applicability, and in this respect, again, the requirements of his business are much greater than those of any other writer.

All writers in other fields are permitted and expected to pass their manuscripts into some other hands for editing, and the editor is not expected to becloud his own judgment by constant writing. In the case of the advertising man, however, he must write and then judge what he has written. Even when he ceases to write the actual copy, he must produce the arguments, the limitations, the general situation, and then judge of their validity.

Further, the editorial requirements of his work necessitate thorough familiarity with limitations of make-up, typography, space, with the requirements of the engraving, etc. He must be thoroughly familiar with the attitude of the audience he wants to reach. He must be able to sense the applicability of the particular article, piece of copy, or other written message to the purpose he has in view.

Digitized by Google

Closely allied and tied down to an organization, either from the manufacturing, agency or publishing standpoint, he must be able to project himself into the other side of the case and measure the possibilities of his work in terms of the public interest. Not only is this true, but he must be prepared for the criticism which is accorded to any public work, inasmuch as his own mistakes cannot be concealed, his errors of judgment are made at large, and he cannot at any time hope to escape for long the public consequences of his own act.

ARTISTIC PERCEPTION

It is not enough, however, for the advertising man to be an expert at written language; with the foregoing difficulties, he must also possess trained judgment as to the artistic surroundings of the message and the character of the illustration which must be used in connection with it. He must thoroughly understand the principles of arrangement, the history, general character and purpose of the ordinary means of decoration, border, etc., the different methods of engraving and their artistic limitations. He must know definitely the association of ideas between certain types, borders, methods of decoration, and illustration and must be equally familiar with the subject matter which can go with them.

Considering the universality of the picture, a knowledge of the art surroundings is second only to the knowledge of written expression in connection with the advertising man's work. Lack of judgment upon this point may indeed destroy the value of the written message by taking the interest away from the message or destroying it.

Digitized by Google

ANALYTICAL WORK

As though the foregoing requirements were not sufficient for one average human being to become proficient in, the advertising man must add to these a capacity for analysis, which is rarely to be found in combination with the previously mentioned talents. The economic side of advertising governs his operating side and he must be prepared to analyze the fundamental business conditions, possibilities, and returns, before he can determine the value of his own work or hope to repeat it successfully. This part of the work is somewhat removed from the requirements previously stated and is naturally the part of the work for which the writer, the editor, and the psychologist are least prepared.

As a consequence of this lack of technical preparation, the business man has generally considered the advertising man to be lacking in business knowledge just as the advertising man has considered the business man as devoid of imagination.

As a matter of fact, the business man is accustomed to speak in the language of economics, whereas the writer and editor are accustomed to speak in the language of human nature interest. The business man has not yet begun to realize the economic effect of the human nature factors, so that he cannot translate the things which are spoken in that language into his own; and it must be said of the advertising man that he has usually been so little trained in economics that he has been unable to translate the business man's statements into his own language.

There has thus far been an incompatibility between the business end and the advertising end, due not so

Digitized by Google

much to a lack of appreciation of values, as to the lack of understanding arising from the difference in the expression and points of view. Inasmuch as the advertising man's is the newer department of business, it is necessary for him to become acquainted with the older and standard language of business, the language of economics and analysis, so that the work (which he knows can be accomplished by the human nature interest) is translated into the factors which the business man understands and to which he will pay attention.

If there has been one point more than another in regard to which the advertising man has failed to fulfil the requirements of his position, it has been in the analysis of the various factors entering into his work and their translation into charts, figures, and economic data which can be understood by any business man.

EXECUTIVE POWERS

The popular conception of the man who is able to command the written expression, to exercise judgment upon art, etc., does not give him much credit for talent in the direction of executive capacity, and yet the advertising man who would grow beyond a subordinate position must of necessity possess executive powers and be able to use them thoroughly.

It is necessary for him to have learned the handling of men, so that he will be able to organize his subordinates, to maintain discipline among them, and at the same time to hold to the atmosphere of democratic cooperation which is so necessary to the proper development of the particular kind of talent required in an advertising organization.

Furthermore, he must possess the capacity for reliev-

Digitized by Google

ing himself of the detail necessary to the accomplishment of a piece of work, and know when to forget the matter. His judgment must extend over all the things which his subordinates are required to do, so that he can with equal justice determine their value in respect to all operations. He must be able to analyze the units of his organization so that his control of it is not based upon mere assumptions, snap judgment, or occasional examinations, but is based upon a continual knowledge of what is being done and to what extent it is valuable.

RESPONSE TO PUBLIC SENTIMENT

All the work of the advertising man is based upon the establishing or the crystallizing of public sentiment in respect to a particular proposition. Only in so far as this is accomplished can the work of the advertising man show in the economic condition of the business. This means that of all the studies which must form a part of his work, the most vital is the study of public sentiment.

In this connection it is of the utmost importance that he should not only sense the possibilities of change or fixity in the sentiment of the public in regard to his proposition, but he must know these things in a sufficiently analytical way to make it possible for him to refer back to the analysis for the solution of other problems.

Every man who has a capacity for written expression and editorial judgment possesses in a greater or lesser degree the sense of public sentiment and the demand of the public interest. If this sense be used in an analytical way and the results of its use determined with corresponding analysis, it is possible to control the matter so that the factors already demonstrated

Digitized by Google

can be used in connection with almost any problem of the case.

It is somewhat important that this matter of response to public appeal, which is the kernel of the whole advertising business, should be examined in a more scientific way, so that it can be controlled more definitely. When the value of each individual piece of advertising varies so widely, it is evident that the control is very indefinite and uncertain.

DUTIES

The advertising manager in the manufacturers' organization or his equivalent in any other organization, is the man who has charge of all operations of the selling forces which lie outside those used by the salesmen. The advertising manager, therefore, is the man who is using the machine method of selling as against the hand method necessary to the sales organization. He is the man who must treat selling in the mass, and his work partakes of the duties and responsibilities of such treatment.

To put the matter briefly, the advertising manager is responsible for the estimation, the planning, and the carrying out of the advertising necessary in connection with any business, including the economic considerations which enter into the estimate and plan, the knowledge of media, copy, art work, make-up, returns, etc., which enter into the operation; he must have the knowledge of selling which will adjust these to the sales organization and the consideration of the results which are obtained therefrom.

The requirements which have been previously stated practically illustrate the duties which devolve upon him.

Digitized by Google

In many cases these requirements have not been thoroughly understood or the exponent of the matter has fallen short so that his work has been limited to very much narrower outlines than those suggested.

In some organizations the duties of the advertising man are confined to the consideration of media, the writing of copy, the carrying out of the schedule and the placing of the advertising contracts. This, however, is incidental to the growth of business and as the value of advertising forces is understood more thoroughly, so that their fundamental requirements are determined more exactly, the duties of the advertising manager will be correspondingly increased to cover all the items stated.

ADVERTISING AGENCIES

Nothing so illustrates the recent growth in the advertising field as the change in the position, the functions, the character and the size of the advertising agent. The advertising agent occupies what might be termed a dual position in the advertising field. In respect to one of his functions, he is a broker, jobber or commission agent. He collects or takes care of orders from a number of customers, clears them through his own organization, and passes them out again to a number of other people, as do commission agents in other well-established businesses in merchandizing. In another part of his organization, he acts as a service bureau, operating to take care of his clients' interests by means of special services for which he makes no charge excepting the charge contained in the commission he is allowed by the publisher.

This position is a natural outgrowth of the original position of the advertising agent. In the beginning

Digitized by Google

the advertising agent was merely a space broker; in other words, he was a free lance commission man who was able to secure advertising; he was a salesman, carrying a number of lines—a number of papers—and securing the advertising for all the different papers with which he had connections.

As this commission agent, this space broker, passed on his rounds, striving to induce the reluctant manufacturer to advertise, he discovered that the manufacturer when he could advertise to some extent did not know what to do with the space—how to get the value of it. The space broker, coming in contact with many conditions, accumulated ideas as to copy and space; so he gave the customer his own experience on these lines. He found it worth while to express opinions upon the mediums—to suggest this medium instead of that. In connection with the space brokerage, therefore, there grew up an added service on copy and medium ideas for which he made no charge. This was very valuable, as few manufacturers at that time had any one in their employ specializing upon that particular subject.

As time went on, the service department of the advertising agent began to be his big talking point; so much so that the agency has to some extent lost sight of the fact that it is paid by the publisher, and it now makes its great play upon its services to the advertiser.

FUNCTIONS

As a matter of fact, the advertiser is not the client of the advertising agent in the generally accepted term. The client of the lawyer is the man who retains him and pays his bill. The man who selects his advertising agent does not pay his bill except indirectly; the agent is paid by the commission from the publisher.

Digitized by Google

In giving the service which has grown up with the space brokerage the agent has accumulated valuable data. He has a knowledge of media. He has acquired this knowledge through the conducting of many different campaigns, and each campaign has added a little to his experience and information, so that if he has recorded it there is no reason why he should not possess valuable information on the point.

Because of the fact that the advertising agency has been called upon by competition to provide certain items of service for the advertiser, he has developed an organization which would take care of such items with the least possible expenditure compatible with the required results. The most important parts of his organization are, of course, the copy or production department, the rate and checking department and the business getting department.

Service theories have been evolved in respect to the agency organization which have all the appearance of being accurately built to fit the final conditions, but which have little relation to the precise reasons for the organization development. There has been a good deal of discussion of late years as to the relative merits of the large agency organization and the small agency organization. The small agency argues that the service is a matter between the particular parties and the advertiser, and consequently is only to be determined properly from the small organization standpoint, where two or three individuals do all the work.

On the other hand the large organizations say that service is not an individual matter but is better undertaken by the accumulation of experience and education secured by the numbers of individuals found in the larger agencies.

Digitized by Google

Both sides claim that the theories on organization were the governing ideas which induced them to develop or restrict the tendency in their own business. As a matter of fact, the agency organizations are the result of the conditions in the business. At best, the theories were formulated after the organizations were finished. The first demand for service and still the greatest demand for service made upon the agent is the demand for copy. This copy, as it is represented by the average requirement of the average manufacturer, is secured most cheaply and probably most effectively by the employment of a number of men who are more effective along certain specified lines of copy than in other fields.

Furthermore, so long as the service is to be confined largely to copy, the profits of an advertising agency lie very distinctly along the lines of a large organization. Consequently, many of the better known and most successful advertising agencies have large organizations.

Of late years as the advertising competition has increased, and as the competition among agencies has increased, the demand for service has grown more and more until it has become necessary for the agent to add to copy work merchandizing ideas, suggestions, and information in order to retain his business. Men who have been successful in this advisory capacity have started in business as advertising counsel, and frequently ended by combining with other similar individuals to make a small agency, because the money in the agency business does not as yet lie in the fees for counsel but in the profits from the commissions.

This has led to the small organization which lays its stress upon the personal service given by the different

Digitized by Google

individuals composing it, each of whom is supposed to be an expert in his particular line. These developments of the advertising organization have a considerable bearing upon the position of the agency to-day.

SERVICE

The matter of service to be given by the advertising agency is a matter of considerable controversy between advertisers and agencies, and publishers and agencies. There is no doubt there is considerable dissatisfaction in the advertising field with the service rendered by many advertising agencies, for it is felt that the amount of money paid the agent by the publisher as commission would justify his giving more service than he has so far undertaken to do. The consequence is that further service is being demanded from the agency by some publishers and advertisers and it is a general opinion that the agent should be capable of advancing more information from his experience and the work which he has done in other directions. The service which the agent is giving may be classified as follows:

A knowledge of the media which comes from the experience with a great many different campaigns in connection with the media.

A production of copy, which probably is the most important part of a service.

Without question, some of the finest copy service departments in the advertising fields are in the hands of agencies. They have spent years in accumulating the best copy writers, artists, and layout men—all that is necessary to the making of copy, the agent attracts and keeps. He has the advantage of working on a great many different campaigns, and each of them

Digitized by Google

gives him a view of human nature and types, the way to approach these and the way to produce results with the least expenditure of money and effort. He knows how to arrange copy to suit space, or space to suit copy, and should be able to produce the most economy in this respect.

The third item of information is the question of rates. While there is a tendency all along the line to standardize rates so that there will be one rate for all advertisers, some classes of media have no certain method of making rates, and the advertiser who is absolutely certain he is getting rock bottom prices in such a case is little short of a miracle.

The agency, because of its use of these media for a great many conditions, has an insight into the rate question which the advertiser is hardly able to gain unless he is spending an enormous amount of money. Some of the large companies have undoubtedly some of the best rate departments in the field, but as a general rule the advertising agency is better posted on the matter of rates and discounts than the average advertiser.

The question of economical distribution of advertising is very important, and it is possible to waste a great deal of money through lack of knowledge of the question of rates and discounts.

There is no doubt that the wide experience of the agent has given him valuable selling ideas, or merchandizing ideas, sufficiently so to be worth handing out to his customers. However, it is rarely possible that the agent is able to give very expert counsel on the marketing to the manufacturer where the manufacturer has studied his market as he should do, because there is a tendency for a man on the outside to be somewhat su-

Digitized by Google

perficial in his considerations. In connection with the marketing of any proposition, the line from the man on the outside, however, will have a value if it is considered in connection with the expert development.

The agent, however, can submit new selling ideas, and his experience in this regard is good. Scientific laws are based on one thing—the accumulation of the experience of thousands of people gathered together. Advertising is in its formative stage now, when experience is the only real guide. There is not enough experience accumulated for a sufficient length of time to make it possible to lay down many laws. Some laws regarding the general action of groups of humanity, certain typographical rules, certain rules regarding copy, illustration, color harmony and the like, can be defined. In many respects it is not possible to lay down rules of advertising or the laws of selling ideas. Experience is the thing that counts, and the experience of the agent covering the results of his work with a number of advertisers as a general rule gives him a flow of selling ideas which are valuable, though they are not all applicable to any one particular business.

ADVANTAGES

The advantages of the agent from the publisher's standpoint lie in his possibilities for the creation of new business. The agent, because he is allowed to work as an unrestricted free lance, is naturally required to create advertising possibilities out of a number of non-advertising firms or to increase the advertising of those who are already doing such work. The publishers, whether rightly or not, give the advertising agency credit for a large part of the advertising business of the last twenty years; and there is no doubt

Digitized by Google

that they have been responsible for the production of a great deal of new business. There is no doubt that, from the publisher's standpoint, the commission to the agent is thoroughly justified. The advertiser, particularly the man who has not previously advertised, frequently requires service of one kind or another in order to make his advertising possible, and consequently the service department of the agency is a necessity from the publisher's standpoint.

Viewed from the standpoint of the advertiser, the agent has a number of advantages. His work on numerous campaigns and numerous sales problems has provided him (if he is worthy of his hire) with an immense amount of information as to what is of value and what is not of value in connection with certain sales matters, so that he is able to get information to the advertiser from an entirely outside angle which will amplify and correct the advertiser's viewpoint. There is no doubt that the counsel, the merchandising ideas, the copy work, the information on rates and discounts, etc., possessed by the agency, are of the utmost value to the advertiser who is able to take advantage of them. But as the advertiser does not pay for them directly, it is pretty hard for him to control the amount of the service he will get.

WEAKNESSES

It may be found that with the agent, service means getting out twelve or twenty-six or thirty pieces of copy and suggesting a booklet or two to go with the copy, and some minor details of that kind. On the other hand, he may have some selling ideas, some advertising ideas, some suggestions as to media. But as

Digitized by Google

to how much of that service can be secured, it is hard to determine.

When you retain a lawyer, the fact that his payment depends absolutely upon your satisfaction makes it possible to hold him closely. When you secure a doctor the same condition holds good. But as the agent is paid from the publisher and his pay is not primarily dependent upon the extent of his service, it is harder to control this service, especially for the man uninformed upon advertising. The fact is that the agent is a very valuable ally to the advertiser only when acting in connection with a specialized department in the advertiser's own organization, which can check up, amplify and modify the agent's work so as to make it of the utmost service.

Where the manufacturer relies upon the advertising agent to carry his business, as in some cases is done, there is no check upon the agent and the discounts which should be placed upon his particular angle are not made. The check and investigation which should be carried out independently to serve as a conservative balance on the agent are missing, and the tendency then is for the agent to determine many things which he alone is hardly competent to judge, causing expenditures which would have been unnecessary if the proper checks had been applied in the first place.

When you consider the value of the agent, you must always remember that by his very position—paid by the publisher of the magazines, newspapers or other space, paid on the business he brings in which is based on the amount of space he can secure—his tendency is to get as much as possible. His very remuneration depends upon his getting you to spend as much as he

Digitized by Google

can. Of course, the wise agent figures that if he can put out your money carefully one year, next year you will become a larger customer, but if he induces you to spend more in this or in other ways than is necessary, next year you may go elsewhere. This is on the basis that a satisfied customer is better than a dissatisfied one. Just the same, we find that the agent is like the salesman. You know, salesmen have a tendency to write a nice long order on the books if they can, without figuring too nicely on its necessity to the customer. There is the same tendency on the part of the advertising agent.

It is not human nature for a man to be two things equally well at the same time, and the advertising agent as advertising counsel and the agent as commission man, are apt to have a little fight with each other. They compromise, and the compromise is never anything but a degree or two less than the best.

THE PUBLISHER

The place of the publisher in advertising may be considered analogous with the place of the man who leases the theater and produces the plays, putting his time and money and organization into securing an audience. The periodical is produced because the public wants something to read. The writers and the editorial make-up of the periodical represent the staging and organization of the play and the writer of it. The audience are readers interested and attracted because of the titles of the pieces, the name of the periodical, the value of the reading matter, and the names of the writers. Unlike the play, however, the periodical can figure on a definite minimum audience for each of its offerings. The custom of requiring yearly subscrip-

Digitized by Google

tions in connection with a good many periodicals, the tendency for the reading of certain publications to develop into a habit, and the general tendency of a publication to acquire an atmosphere which attracts the same audience continually, make it possible for the publisher of the periodical to secure and retain an audience which will be carried over successive issues of the same publication for months or years, or even decades. So far as the advertising man is concerned, however, the publisher does nothing more than provide an audience, more or less interested in the reading matter which he puts out, and consequently a public which is more or less interested in the signs and announcements which may appear, in addition to the reading matter, between the covers.

This is very well exemplified by a little examination of the history of periodicals, which shows that in the earlier days of printing, the periodicals disliked to give up any portion of the paper for advertising, limited the amount of space which could be secured for such advertising, and left it out if the reading matter covered more space than was allowed for.

As a matter of fact, the publisher in the early days had the advertising forced upon him by the merchant who grasped the possibilities of bringing his announcements to the people in this simple manner, and offered inducements to the publisher which were sufficiently strong to engage him to give up a small portion of his paper to such announcements. It was a very long time after the introduction of advertising into periodicals before the publisher began to see the possibilities of his medium in connection with business.

Practically all that the publisher has learned about the value of periodical media for advertising has been

Digitized by Google

secured by the insistence of the merchant in his uses of this method of extending his market. To-day, of course, the whole situation is changed. The demand of the public in respect to reading matter, the price at which the publications must be sold in the face of competition, and the revenue which the last thirty years has demonstrated can be secured through advertising, have made the advertising the important part of the periodical from the standpoint of immediate revenue. In very few cases does the periodical sell for such a price as would pay for the cost of production. Usually there is an increasing loss upon the subscription price as the circulation increases.

The only thing which has made it possible to get up a newspaper such as is represented by the New York *Times, Tribune,* Chicago *Tribune,* Springfield *Republican,* or any of the larger newspapers that sell for one or two cents, is because the advertising possibilities of the medium are such that the advertising revenue will take care of the loss in production above the subscription price and produce the necessary profit. On account of this the business department of the modern publication is a very important department, representing as it does the marketing end of the organization. The publication lives only through its advertising revenue.

SPACE AND SERVICE

It is customary, because of convenience, for the publisher to sell to the advertiser space in his periodical, this space being represented by a certain number of lines or a certain area in the periodical. Actually, however, the publisher is not engaged in selling space, neither is the advertiser buying space; the publisher is

Digitized by Google

selling an advertising service. He is selling to the advertiser an opportunity to speak to the audience which the publisher has gathered together, and the advertiser by the amount of space he takes confines himself to what might be compared with the one-minute, five-minute, fifteen-minute or half-hour speeches, which would be given to such an audience were it gathered together in one place.

It is evident that the publisher, in order to be of any service to the advertiser, therefore, must first secure his audience, and it is further evident that this audience must be to some extent interested in the subjects presented to it. It is obvious that the editorial department remains the most important and governing department in the publication because of the fact that upon the work of the editorial department will depend the value and the interest of the audience which the advertiser secures.

CIRCULATION

When advertising began to provide a large portion of the publisher's revenue, and when the demands of competition increased the cost of production so that the advertising became the only revenue, the publisher discovered that the circulation which would naturally accrue to a publication because of its interest and without any special efforts to bring it to the attention of the people, was not sufficient for his purpose and was far too slow in its accumulation. He consequently began to introduce a selling department to sell the publication to the people who could buy it, and this selling department and its conduct have an important bearing upon the value of the publication to the advertiser. In the competitive situation which developed, and in the

Digitized by Google

wild attempts to secure circulation at any cost and by any means, all sorts of selling methods were developed; premiums of all kinds, prize packages of books, clocks, household furniture, etc., were given away with the publication, and all sorts of stimulation was applied in order rapidly to accumulate the circulation which would show tremendous gains and large totals.

The fallacy of this proposition becomes evident when we go back to the analogy of the audience. If the subject matter of the evening brings in only a half-filled hall, it may be possible to go out on the streets and by other inducements fill the rest of the hall. The man who is to talk upon the subject may have the pleasure of talking to a larger number of people, but it is scarcely likely that he will impress more people or make more disciples than he would have done with the smaller audience.

The trouble was that the publisher was selling two ways—he was selling his publication to a list of people who might read, and he was selling the value of that circulation to the advertiser. It was a long time before he made any effort to coördinate those two selling propositions so that they should agree and provide additional strength, instead of additional weakness, to his position. In fact, it may be stated that the recent improvements which have occurred in this regard have practically been forced upon the publisher by the insistence of the advertiser for a larger efficiency in circulation.

Inasmuch as periodical media take the principal portion of the money which is spent upon advertising in the United States each year, it is obvious that the efficiency of this branch of advertising is of the utmost importance and the position of the publisher some-

Digitized by Google

thing which must be thoroughly understood and appreciated.

The publisher has been under considerable difficulties in attempting to provide something for the advertiser which would agree with his technical requirements and suggestions, and which at the same time would fit in with the necessity of his circulation conditions. The circulation of the publisher represents his list of the buyers of his actual production. Naturally enough, for a long time the publisher considered that this list of buyers was his own private business and that it was not incumbent upon him to disclose to the advertiser any information in regard to it. Furthermore, the advertiser himself was not clear as to just what he wanted to know.

Advertising is not very well understood even to-day and the advertiser demanded so many things from the publisher which were obviously absurd or impossible for the publisher to furnish that he had many reasons and excuses for refusing to furnish those things which would have advanced his own position. To-day, however, practically all the large publications of any importance in the newspaper or magazine field are willing to provide the advertiser with all the circulation information which is necessary under ordinary circumstances.

Recently a movement which was started by the Association of National Advertisers crystallized into the creation of the Audit Bureau of Circulations, having a membership of nearly one thousand at the present time, among advertisers, advertising agents, and publishers, undertaking to supply certified or verified circulation statements which will give the advertiser the required information.

Digitized by Google

Blank forms for these circulation statements as shown indicate one of the more important attempts to standardize circulation analysis. The success of this particular effort is still to be determined as the work has only just begun; but the principle of verified circulation analysis to be given in some form by publishers to advertisers, is admitted on all sides, so that undoubtedly proper machinery will eventually be created for this purpose.

The Association of National Advertisers requires publishers to make verified statements of circulation through approved auditors upon approved forms.

Some of these forms are illustrated on the following pages.

Digitized by Google

M

MAGAZINE FORM
FOR WEEKLY, SEMI-MONTHLY
MONTHLY AND QUARTERLY

Publishers Quarterly Statement
Subject to Annual Verification by
Audit Bureau of Circulations
Railway Exchange Bldg., Chicago

1. _____ Name of Publication.
2. City _____
3. State _____ 4. Year Estab. _____
5. This statement is for the three months, APR., MAY, JUNE, 1914.
To be filled out only after copies are in, but must be submitted within four months following the period covered.
6. Published Weekly, Semi-monthly, Monthly or Quarterly.

8. Average circulation for period covered by Section 5, above:

PAID (AVERAGE)		UNPAID (AVERAGE)	
Mail Subscribers		Advertisers and Agents	
Net Sales Thru Newsdealers		Exchanges and Complimentary	
		File Copies	
		Employes and Canvassers	
		Sample Copies	
TOTAL		TOTAL	

9. Show variations by giving circulation last five issues covered by this statement (3 issues if monthly):

1st _____ 2d _____ 3d _____ 4th _____ 5th _____

10. Net Paid Circulation by States based on issue of _____
The distribution of the newsdealer circulation may be estimated.

STATE	MAIL SUBSCRIBERS	NEWSDEALERS	STATE	MAIL SUBSCRIBERS	NEWSDEALERS
Maine			Ohio		
New Hampshire			Indiana		
Vermont			Illinois		
Massachusetts			Michigan		
Rhode Island			Wisconsin		
Connecticut			Minnesota		
NEW ENG. STATES			Iowa		
New York			Missouri		
New Jersey			North Dakota		
Pennsylvania			South Dakota		
Delaware			Nebraska		
Maryland			Kansas		
Dist. of Columbia			MIDDLE STATES		
M. AT. STATES			Montana		
Virginia			Wyoming		
North Carolina			Colorado		
South Carolina			New Mexico		
Georgia			Arizona		
Florida			Utah		
SO. E. STATES			Nevada		
Kentucky			Idaho		
West Virginia			Washington		
Tennessee			Oregon		
Alabama			California		
Mississippi			WEST. STATES		
Louisiana			UNITED STATES		
Texas			Canada		
Oklahoma			Alaska and U. S. Poss.		
Arkansas			Foreign		
SO. W. STATES			GRAND TOTAL		

Copyright, 1914, by Audit Bureau of Circulations

Form 2

Digitized by Google

M

12. What is your circulation in cities of 100,000 and over? _____

50,000 to 100,000 _____ 25,000 to 50,000 _____

10,000 to 25,000 _____ 5,000 to 10,000 _____

under 5,000 _____

Are the above figures estimated or actual? _____

13. What is the class, industry or field covered by your publication? _____

Analysis of Circulation Methods

21. Single copy price _____

Subscription price: One year _____, two years _____, three years _____, five years _____

Special rates for long and short term offers: Period of _____ for $_____

" " _____ for $_____

" " _____ for $_____

Special clubbing rates made direct to subscribers: $_____

22. (a) To what extent is your publication returnable? _____

(b) Do you give premiums? _____

(By "premium" is meant any article which the subscriber gets as an inducement to obtain his subscription.)

(c) Do you employ canvassers on salary? _____ On commissions? _____

(d) Do you obtain subscriptions from club raisers paid by rewards other than cash? _____

(e) Do you club with other publications? _____

(f) What percentage of circulation is received through subscription agencies? _____%

(g) What percentage of your subscriptions are renewals? _____%

Is this an estimate or actual figures? _____

(h) What percent of circulation was sold in bulk other than to newsdealers? _____%

(i) Do you run Circulation Contests? _____ (j) Label Contests? _____

(k) Trade Mark Contests? _____ (l) Coupon Contests? _____ (m) Voting Contests? _____

(n) What other Circulation Contests? _____

Form 2

Digitized by Google

(o) Give details and general nature of offers and approximate retail market value of premiums and prizes used.....

(p) From what sources other than the preceding (except direct and through newsdealers) do you receive subscriptions?

23. What percentage of your subscriptions are in arrears?

Up to 3 mos.....%; 3 mos. to 6 mos.....%; 6 mos. to 1 year.....%

24. Of what associations is your publication an official organ?.....

25. What classes or character of advertising do you exclude?.....

Digitized by Google

M

PUBLISHERS REMARKS

41 (Limited to 300 words)

We suggest that the publisher give information about the ownership, policy and purpose of his publication editorially, and anything else tending to establish its quality and character. Also amplify any answer or explain why any question cannot be answered specifically. Remarks should be confined to the publication covered by this report and no comparison made with competitors.

I HEREBY make oath and say that all statements set forth in the four pages of this Quarterly Statement are true.

Publisher—Business Manager

Subscribed and Sworn to before me this.....

day of..... 191.....

Notary Public

Form 2

Digitized by Google

N

NEWSPAPER FORM
FOR DAILY AND SUNDAY
NOT INCLUDING WEEKLY EDITIONS

Publishers Quarterly Statement
Subject to Annual Verification by
Audit Bureau of Circulations
Railway Exchange Bldg., Chicago

1. _____ Name of Publication.
2. City _____
3. State _____ 4. Year Estab. _____
5. This statement for the three months, JULY, AUG., SEPT., 1914
6. Published every morning, evening and Sunday except _____
7. Population, City (Corporate Limits) Last U. S. Census _____ Present Estimate _____
" Trading Territory (Total City and Suburban) _____
8. Give below daily average circulation for period covered by Section 5, above, after all returns are deducted:

DISTRIBUTION	MORNING		EVENING		SUNDAY	
*CITY NET PAID						
Carriers						
Newsdealers						
Street Sales						
Counter Sales						
Total Net Paid—City						
*SUBURBAN NET PAID						
Suburban Carriers						
Suburban Agents and Newsdealers						
Suburban Mail Subs.						
Total Net Paid—Suburban						
Total City and Sub'n | Net Paid						
COUNTRY NET PAID						
Country Newsdealers						
Country Mail Subs.						
Total Net Paid—Country						
TOTAL NET PAID						
UNPAID						
Employes, Correspondents and Service						
Office Use and Office Files						
Advrs. and Adv. Agts. Exchanges and Complimentary						
Sample Copies						
Total Free Copies						
TOTAL DISTRIBUTION						

*City refers to corporate limits, Suburban to the trading territory—see also Item 10.

Copyright, 1914, by Audit Bureau of Circulations

Form 1

Digitized by Google

N

9. Show variations by giving gross or net circulation for issues of the last week covered by this Statement:

Sun.....Mon.....Tues.....Wed.....Thurs.....Fri.....Sat.....

11. Give below circulation statement by editions and time of issue. Gross or Net?.....

(Average On Any Normal Day)

	MORNING			EVENING			SUNDAY		
Edition	Hour	A.M. or P.M.	Copies	Hour	A.M. or P.M.	Copies	Day	Hour	A.M. or P.M.	Copies
1st										
2nd										
3rd										
4th										
5th										
6th										
7th										
Predate										
Predate										
Predate										
Predate										

15. What circulation was shown on last government report?

Morning.....Evening.....Sunday.....

16. State radius of area and name eight largest towns included in Retail Trading Territory. Radius.....Miles

1.....2.....3.....4.....

5.....6.....7.....8.....

(Annual audit will cover circulation by towns.)

Analysis of Circulation Methods

21. List all your subscription prices for following periods:

REGULAR	By Mail Per Year	By Mail Per Month	By Carrier Per Year	By Carrier Per Month	By Carrier Per Week
Morning and Eve. and Sunday	$	$	$	$	$
Morning and Sunday					
Evening and Sunday					
Morning and Evening . . .					
Morning only					
Evening only					
Sunday only					

All Special and trial rates .....

.....

Single copy price, Morning.....Evening.....Sunday.....

Form 1

Digitized by Google

N

22. (a) To what extent is your publication returnable: City?..... Country?.....

(b) Do you give premiums? .....
(By "premium" is meant any article which the subscriber gets as an inducement to obtain his subscription)

(c) Do you employ canvassers on salary?..... On commission?.....

(d) Do you obtain Subscriptions from club raisers (paid by rewards other than cash)? .....

(e) Do you club with other publications? .....

(f) What percentage of circulation was sold in bulk other than to newsdealers? .....%

(g) Do you run Circulation Contests?..... (h) Label Contests?.....

(i) Trade Mark Contests?..... (j) Coupon Contests?..... (k) Voting Contests?.....

(l) What other Circulation Contests? .....

(m) Give details and general nature of offers and approximate retail market value of premiums and prizes used.....

.....

.....

.....

(n) From what sources other than the preceding (except direct and through newsdealers) do you receive subscribers?

.....

.....

23. What percentage of your circulation in city and suburban do you deliver through your own carriers?.....%;
Thru independent carriers?.....%

State condition by per cent of your circulation collections: CITY and SUBURBAN—Paid in advance or on delivery?.....%; Paid weekly?.....%; Paid monthly?.....%;
Arrears, under one year?.....%; Over one year?.....%.
COUNTRY—(Newsdealers and mail subs.) Paid in Advance?.....%; Paid weekly?.....%;
Paid monthly?.....%; Arrears, under one year?.....%; Over one year?.....%.

24. Of what associations is your publication an official organ?.....

.....

25. What classes or character of advertising do you exclude?.....

.....

.....

26. To what publishers organizations do you belong?.....

.....

.....

27. What telegraphic or other news service do you use?.....

.....

.....

Form 1

Digitized by Google

N

PUBLISHERS REMARKS

46. (Limited to 200 words)

I HEREBY make oath and say that all statements set forth in the four pages of this Quarterly Statement are true.

Publisher—Business Manager

Subscribed and Sworn to before me this _____

day of _____ 191____

Notary Public.

Form 1

Digitized by Google

W

NEWSPAPER FORM
FOR WEEKLY, SEMI-WEEKLY TRI-WEEKLY

Publishers Quarterly Statement
Subject to Annual Verification by
Audit Bureau of Circulations
Railway Exchange Bldg., Chicago

1. ..... Name of Publication.
2. City.....
3. State..... 4. Year Estab.....
5. This statement for the three months, July, Aug., Sept., 1914.
6. Published every.....

7. Average circulation for period covered by Section 5, above:

PAID (AVERAGE)		UNPAID (AVERAGE)	
Mail Subscribers		Advertisers and Agents	
Net Sales Thru Newsdealers		Exchanges and Complimentary	
		File Copies	
		Employes and Canvassers	
		Sample Copies	
TOTAL		TOTAL	

9. Show variations by giving circulation last five issues covered by this statement (3 issues if monthly):

1st..... 2d..... 3d..... 4th..... 5th.....

10. Net Paid Circulation by States based on issue of .....
The distribution of the newsdealer circulation may be estimated.

STATE	MAIL SUBSCRIBERS	NEWSDEALERS	STATE	MAIL SUBSCRIBERS	NEWSDEALERS
Maine			Ohio		
New Hampshire			Indiana		
Vermont			Illinois		
Massachusetts			Michigan		
Rhode Island			Wisconsin		
Connecticut			Minnesota		
NEW ENG. STATES			Iowa		
New York			Missouri		
New Jersey			North Dakota		
Pennsylvania			South Dakota		
Delaware			Nebraska		
Maryland			Kansas		
Dist. of Columbia			MIDDLE STATES		
E. AT. STATES			Montana		
Virginia			Wyoming		
North Carolina			Colorado		
South Carolina			New Mexico		
Georgia			Arizona		
Florida			Utah		
SO. E. STATES			Nevada		
Kentucky			Idaho		
West Virginia			Washington		
Tennessee			Oregon		
Alabama			California		
Mississippi			WEST. STATES		
Louisiana			UNITED STATES		
Texas			Canada		
Oklahoma			Alaska and U. S. Poss.		
Arkansas			Foreign		
SO. W. STATES			GRAND TOTAL		

Form 5

Copyright, 1914, by Audit Bureau of Circulations

Digitized by Google

W

11. Circulation statement by editions and time of issue. Gross or Net

	HOUR	A M or P M	WEEKLY COPIES	HOUR	A M or P M	SEMI-WEEKLY COPIES	HOUR	A M or P M	TRI-WEEKLY COPIES
1st									
2nd									

12. Show distribution of circulation: On R. F. D. routes.....% In towns over 2500 .....%

13. What is the class, industry or field covered by your publication?

Analysis of Circulation Methods

21. Single copy price

Subscription price: One year..... two years..... three years..... five years.....

Special rates for long and short term offers: Period of .....for $.....

" " .....for $.....

" " .....for $.....

Special clubbing rates made direct to subscribers: $.....

22. (a) To what extent is your publication returnable?

(b) Do you give premiums?
(By "premium" is meant any article which the subscriber gets as an inducement to obtain his subscription.)

(c) Do you employ canvassers on salary?.....On commission ?.....

(d) Do you obtain subscriptions from club raisers (paid by rewards other than cash)?.....

(e) Do you club with other publications?.....

(f) What percentage of your subscriptions are renewals? .....

Is this an estimate or actual figures? .....

(g) What percent. of circulation was sold in bulk other than to newsdealers?..... %

(h) Do you run Circulation Contests?..... (i) Label Contests? .....

(j) Trademark Contests?..... (k) Coupon Contests?..... (l) Voting Contests?.....

(m) What other Circulation Contests?.....

Form 3

Digitized by Google

W

(n) Give details and general nature of offers and approximate retail market value of premiums and prizes used.

(o) From what sources other than the preceding (except direct and through newsdealers) do you receive subscriptions?

23. What percentage of your subscriptions are in arrears?

Up to 3 mos.....%; 3 mos. to 6 mos.....%; 6 mos. to 1 year.....%

24. Of what associations is your publication an official organ?

25. What classes or character of advertising do you exclude?

26. To what publishers organizations do you belong?

27. What telegraphic or other news service do you use?

Form 5

Digitized by Google

W

PUBLISHERS REMARKS

41. (Limited to 300 words)

We suggest that the publisher give information about the ownership, policy and purpose of his publication editorially, and anything else tending to establish its quality and character. Also amplify any answer or explain why any question cannot be answered specifically. Remarks should be confined to the publication covered by this report and no comparisons made with competitors.

I HEREBY make oath and say that all statements set forth in the four pages of this Quarterly Statement are true.

Publisher—Business Manager

Subscribed and Sworn to before me this.....

day of.....191.....

Notary Public

Form 5

Digitized by Google

F

FARM PAPER FORM
FOR WEEKLY SEMI-MONTHLY AND MONTHLY

Publishers Quarterly Statement
Subject to Annual Verification by
Audit Bureau of Circulations
Railway Exchange Bldg., Chicago

1. ..... Name of Publication.
2. City.....
3. State.....4. Year Estab.....
5. This statement for the three months, July, Aug., Sept., 1914.
6. Published Weekly—Semi-monthly—Monthly.

8. Average circulation for period covered by Section 5, above:

PAID (AVERAGE)		UNPAID (AVERAGE)	
Mail Subscribers		Advertisers and Agents	
Net Sales Thru Newsdealers		Exchanges and Complimentary	
		File Copies	
		Employes and Canvassers	
		Sample Copies	
TOTAL		TOTAL	

9. Show variations by giving circulation last five issues covered by this statement (3 issues if monthly):

1st.....2d.....3d.....4th.....5th.....

10. Net Paid Circulation by States based on issue of .....
The distribution of the newsdealer circulation may be estimated.

STATE	MAIL SUBSCRIBERS	NEWSDEALERS	STATE	MAIL SUBSCRIBERS	NEWSDEALERS
Maine			Ohio		
New Hampshire			Indiana		
Vermont			Illinois		
Massachusetts			Michigan		
Rhode Island			Wisconsin		
Connecticut			Minnesota		
NEW ENG. STATES			Iowa		
New York			Missouri		
New Jersey			North Dakota		
Pennsylvania			South Dakota		
Delaware			Nebraska		
Maryland			Kansas		
Dist. of Columbia			MIDDLE STATES		
E. AT. STATES			Montana		
Virginia			Wyoming		
North Carolina			Colorado		
South Carolina			New Mexico		
Georgia			Arizona		
Florida			Utah		
SO. E. STATES			Nevada		
Kentucky			Idaho		
West Virginia			Washington		
Tennessee			Oregon		
Alabama			California		
Mississippi			WEST. STATES		
Louisiana			UNITED STATES		
Texas			Canada		
Oklahoma			Alaska and U. S. Poss.		
Arkansas			Foreign		
SO. W. STATES			GRAND TOTAL		

Copyright, 1914, by Audit Bureau of Circulations

Form 3

Digitized by Google

F

12. Show distribution of circulation: On R. F. D. routes ____% In towns over 2500 ____%

13. What is the class, industry or field covered by your publications? ____

Analysis of Circulation Methods

21. Subscription price: One year ____, two years ____, three years ____, five years ____

Special rates for long and short term offers: Period of ____ for $____

" " ____ for $____

" " ____ for $____

Special clubbing rates made direct to subscribers: $____

22. (a) To what extent is your publication returnable? ____

(b) Do you give premiums? ____
(By "premium" is meant any article which the subscriber gets as an inducement to obtain his subscription.)

(c) Do you employ canvassers on salary? ____ On commission? ____

(d) Do you obtain subscriptions from club raisers (paid by rewards other than cash)? ____

(e) Do you club with other publications? ____

(f) What percentage of circulation is received through subscription agencies? ____%

(g) What percentage of your subscriptions are renewals? ____%

Is this an estimate or actual figures? ____

(h) What percent of circulation was sold in bulk other than to newsdealers (i. e. bank subscriptions, etc.)? ____%

(i) Do you run Circulation Contests? ____ (j) Label Contests? ____ (k) Trade Mark Contests? ____

(l) Coupon Contests? ____ (m) Voting Contests? ____

(n) What other Circulation Contests? ____

Form 3

Digitized by Google

F

(o) Give details and general nature of offers and approximate retail market value of premiums and prizes used.....

(p) From what sources other than the preceding (except direct and through newsdealers) do you receive subscriptions? .....

23. What percentage of your subscriptions are in arrears?

Up to 3 mos.....%; 3 mos. to 6 mos.....%; 6 mos. to 1 year.....%

24. Of what associations is your publication an official organ? .....

25. What classes or character of advertising do you exclude?.....

To what publishers organizations do you belong? .....

Form 3

Digitized by Google

F

PUBLISHERS REMARKS

41. (Limited to 300 words)

We suggest that the publisher give information about the ownership, policy and purpose of his publication editorially, and anything else tending to establish its quality and character. Also amplify any answer or explain why any question cannot be answered specifically. Remarks should be confined to the publication covered by this report and no comparison made with competitors.

I HEREBY make oath and say that all statements set forth in the four pages of this Quarterly Statement are true.

.....
Publisher—Business Manager

Subscribed and Sworn to before me this.....

day of.....191.....

.....
Notary Public

Form 3

Digitized by Google

T

TRADE, TECHNICAL AND CLASS JOURNAL FORM
FOR WEEKLY, SEMI-MONTHLY AND MONTHLY

Publishers Quarterly Statement
Subject to Annual Verification by
Audit Bureau of Circulations
Railway Exchange Bldg., Chicago

1. ..... Name of Publication.
2. City .....
3. State ..... 4. Year Estab. .....
5. This statement is for the three months, July, Aug., Sept., 1914.
6. Published Weekly, Semi-monthly, Monthly.

8. Average circulation for period covered by Section 5, above:

PAID (AVERAGE)		UNPAID (AVERAGE)	
Mail Subscribers		Advertisers and Agents	
Net Sales Thru Newsdealers		Exchanges and Complimentary	
		File Copies	
		Employes and Canvassers	
		Sample Copies	
TOTAL		TOTAL	

9. Show variations by giving circulation last five issues covered by this statement (3 issues if monthly):

1st ..... 2d ..... 3d ..... 4th ..... 5th .....

10. Net Paid Circulation by States based on issue of .....
The distribution of the newsdealer circulation may be estimated.

STATE	MAIL SUBSCRIBERS	NEWSDEALERS	STATE	MAIL SUBSCRIBERS	NEWSDEALERS
Maine			Ohio		
New Hampshire			Indiana		
Vermont			Illinois		
Massachusetts			Michigan		
Rhode Island			Wisconsin		
Connecticut			Minnesota		
NEW ENG. STATES			Iowa		
New York			Missouri		
New Jersey			North Dakota		
Pennsylvania			South Dakota		
Delaware			Nebraska		
Maryland			Kansas		
Dist. of Columbia			MIDDLE STATES		
E. AT. STATES			Montana		
Virginia			Wyoming		
North Carolina			Colorado		
South Carolina			New Mexico		
Georgia			Arizona		
Florida			Utah		
SO. E. STATES			Nevada		
Kentucky			Idaho		
West Virginia			Washington		
Tennessee			Oregon		
Alabama			California		
Mississippi			WEST. STATES		
Louisiana			UNITED STATES		
Texas			Canada		
Oklahoma			Alaska and U. S. Poss.		
Arkansas			Foreign		
SO. W. STATES			GRAND TOTAL		

Copyright, 1914, by Audit Bureau of Circulations

Form 4

Digitized by Google

T

13. What is the class, industry or field covered by your publication?

14. Give below in percentage the analysis of your circulation by such classifications as are best adapted to your field or make your own classifications. State when and how this classification data was obtained.

GENERAL		SPECIFIC		SPECIFIC—Retailers		SPECIFIC—Wholesalers	
Manufacturers		Owners		Dry Goods		Dry Goods	
Wholesalers		Managers		Groceries, etc		Groceries, etc	
Retailers		Purchasing Agts.					
Consumers		Mech. Engineers					
		Superintendents					
		Foremen					
Firms		Engineers					
Individuals, etc		Firemen					
		Clerks					
		Salesmen					
		Architects, etc					
		Miscellaneous					

Analysis of Circulation Methods

21. Single copy price .....

Subscription price: One year.....two years.....three years.....five years.....

Special rates for long and short term offers: Period of.....for $.....

" " .....for $.....

" " .....for $.....

Special clubbing rates made direct to subscribers: $.....

22. (a) To what extent is your publication returnable?.....

(b) Do you give premiums?.....

(By "premium" is meant any article which the subscriber gets as an inducement to obtain his subscription.)

Form 4

Digitized by Google

T

(c) Do you employ canvassers on salary?..... On commission?.....

(d) Do you obtain subscriptions from club raisers (paid by rewards other than cash)? .....

(e) Do you club with other publications? .....

(f) What percentage of circulation is received through subscription agencies? .....%

(g) What percentage of your subscriptions are renewals?.....%

Is this an estimate or actual figures? .....

(h) What percent of circulation was sold in bulk other than to newsdealers?.....%

(i) Do you run Circulation Contests?..... (j) Label Contests?.....

(k) Trade Mark Contests?..... (l) Coupon Contests?..... (m) Voting Contests?.....

(n) What other Circulation Contests?.....

(o) Give details and general nature of offers and approximate retail market value of premiums and prizes used. .....

(p) From what sources other than the preceding (except direct and through newsdealers) do you receive subscriptions? .....

23. What percentage of your subscriptions are in arrears?

Up to 3 mos. .....%; 3 mos. to 6 mos. .....%; 6 mos. to 1 year.....%

24. (a) Of what associations is your publication an official organ?.....

(b) Do the dues paid by any association entitle members to subscriptions to your journal? .....

(c) If so, what per cent?.....%

(d) Is your Journal owned by a wholesaler, manufacturer, a retailer's or wholesaler's association or by a corporation formed solely for the purpose of owning and conducting same?.....

25. What classes or character of advertising do you exclude?.....

26. To what publishers organizations do you belong?.....

Form 4

Digitized by Google

T

PUBLISHERS REMARKS

41. Limited to 300 words.

I HEREBY make oath and say that all statements set forth in the four pages of this Quarterly Statement are true.

Publisher—Business Manager

Subscribed and Sworn to before me this

day of 191

Notary Public

Form 4

Digitized by Google

CHAPTER XXX

PERIODICAL MEDIA — RATES, CIRCULATION, POLICIES, ETC.

Historical — Fundamental values — Free advertising and its value — Censorship of advertising pages — General division — Contracts, etc. — Earlier circulation conditions — Sworn statements — Territorial analysis — Other details of analysis — Editorial policy and circulation — Advertising policy and circulation.

HISTORICAL

Periodical media began with the discovery of printing and came into general use with the discovery of cheap paper. The earliest form of periodical media was the news letter, which was occasionally published in the centers of commercial and political activity and circulated among restricted audience of the upper classes, who, for political or other reasons, were obliged to keep in close touch with affairs. Following on this came the weekly newspaper, which was in no sense similar to the newspaper of to-day, but rather the general ancestor from which the newspaper, the magazine, and the trade journal have all descended in the increased ramification of human interest.

Apparently the merchant had from the beginning of the use of type and the establishment of periodical media taken advantage of its presence to announce the articles which he had for sale. It is evident from an examination of the copies of such media that practi-

Digitized by Google

cally none were entirely without advertising of some kind. The value of the audience, therefore, to the business man, is not a new discovery, neither is its application new. It has simply progressed in accordance with the general industrial revolution resulting from the wide use of steam and electricity.

FUNDAMENTAL VALUES

The fundamental value of the periodical media from an advertising standpoint, is due to the curiosity inherent in human nature and the tendency for readers of periodicals, who have bought them for the value contained in the reading pages, to extend their curiosity and consequent interest to the advertisements and so become informed as to the wares which are offered by the various individuals comprising the community, national or world manufacturing or selling units.

The beginning of advertising in connection with periodicals was not due to the publishers of such periodicals, but due rather to the eagerness of the merchant to seize any means at hand to increase the possibilities of his sales and to his recognition of wider influence which would obtain from the use of such media. The doubt which the manufacturer of to-day feels in regard to advertising value is due rather to his ignorance of historical conditions than to any definite knowledge of its failure.

Actually, however, it is probable that the value proportionally of each piece of advertising in periodical media has declined to some extent in the last twenty years because of the increased competition in advertising which has made it impossible for the individual advertiser to secure the same attention. The curiosity and interest which permitted the reader

Digitized by Google

to glance through and pay some attention to each of a dozen or a few dozen advertisements is no longer sufficient to permit attention to each of, or even a reasonable proportion of, several hundred advertisements. The number of objects advanced for the interest of the reader is so great that it becomes impossible for him to fix attention upon more than a very small percentage. Indications are that this feature of the growth of advertising in periodical media bears a somewhat definite relation to the value and that there is consequently a point beyond which it will be uneconomical to add advertising pages to the publication even although the reading pages be added in proportion.

Inasmuch as the publisher of the earlier periodical was not willing to take advertising, but simply acceded to the request of the merchant, the space method of buying for the advertising was the natural outcome. The merchant who wished to announce his wares offered the publisher a certain amount of money for certain space to do so, and the publisher, unwilling to devote any time or attention to the subject, interested only in the editorial and reading pages, decided on the basis of the offer in comparison with the size of the space he would have to give up to the advertising. As a consequence, the cost of advertising in periodical media has always been based upon the amount of space, although its value is based upon a service which has to do with a great deal more than space or the number of readers. As a consequence of the survival of this old method of payment in connection with periodical media, many facts which should have a tremendous bearing upon the value have only been suggested in the last few years and then only because the

Digitized by Google

increasing competition has obliged the buyer of advertising to look more closely into its proportional efficiency.

It is frequently said that in these days periodicals are read as much for their advertising as for the reading matter. If this were the case, the logical outcome of the tendency would be to devote certain media entirely to advertising so that the readers who depend upon the advertising for their information and conscientiously read it, would not be disturbed by the reading matter. The fact of the matter is, that all advertising up to the present indicates that the reading of the advertising is an incidental matter, due either to leisure, to the presence of advertising on the reading page or to the extension of the interest over into the advertising section so that curiosity impels an examination of such pages. The comparatively small proportion of the readers who remember more than a very few of the advertisements contained in a publication, the tendency to place advertising next to the reading matter, and the increasing difficulty and cost of securing returns, indicate that the interest in advertising is an indirect interest due to the public's increased habit of reading or the extension of interest or curiosity which such habits have engendered.

FREE ADVERTISING AND ITS VALUE

If there is any one thing more than another that indicates the indirect interest in advertising, it is the continual attempt on the part of all people who wish to influence public opinion to secure reading matter space in the editorial columns of a publication in the hope of beguiling the reader to learn something about the proposition under the guise of news. Hundreds

Digitized by Google

of thousands of dollars have been spent in the endeavor to secure space in the newspaper or the editorial columns of newspapers, among the special articles in magazines, etc., where there was no use of the advertising columns. Even where such space could not be secured, advertising space has been bought upon the basis of its being printed in the same type, in the same style, and same general appearance as the reading pages. The whole history of press agency work shows the tendency to consider the reading pages as far more likely to interest the reader than the advertising pages.

This, of course, does not demonstrate the value of such free advertising, or publicity, as it is called. In order to appear in the reading pages of any publication worthy of consideration, the stories or articles must of necessity be so general in character that they can be tied to the particular proposition only with difficulty. The editors of the publication, particularly since the advertising revenue has become of so much importance, are on the lookout for free publicity material, and unless it pass the rules and regulations for reading matter it will probably be refused. As a consequence of this the free advertising partakes of the difficulties and the disadvantages of the reading matter of the publication itself.

Out of the mass of material which is read by the public in the newspaper, magazine or other periodical, very few things are remembered for more than a short time, because of the continual crowding of other interests, of further reading matter and the attention constantly directed into other channels. Of the thousands of items which have appeared in the daily newspaper for the current year, the average person can

Digitized by Google

hardly remember scores. Of all the matters upon which writings have been made in publications, the average reader can remember but fragments. As a consequence of this, free publicity to be obtained in the reading columns of a publication can have but little value as to its effect upon a product because of the difficulty of tying the story to the product and of putting it in such a way that it will be retained upon the memory.

One of the most important items in the value of display advertising lies in its identifying repetition, something which is lost in free publicity.

CENSORSHIP OF ADVERTISING PAGES

Inasmuch as the strength of advertising lies in the confidence which will rest in the announcements made by any particular firm, it was logical that the men who were engaged in advertising commodities having intrinsic value in accordance with their selling claims, should begin to display a considerable interest in the character of the advertising allowed in the pages of the various periodical media. It became obvious to the student of advertising that every victim of an unscrupulous advertisement meant not so much one person who would not believe the statements of that particular advertiser, but one person who would have difficulty in believing all advertising thereafter. The amount of unscrupulous and fake advertising which presented itself for consideration to the student of this matter a few years ago was sufficient to demonstrate the extent of the suicidal destruction of advertising value by some of its very exponents.

Finally, this matter became of such importance to the careful publisher, the square dealing advertiser

Digitized by Google

and the intelligent agent, that in many of the most reputable periodicals censorship of the advertising pages was adopted so as to exclude the unscrupulous and fake methods which would have a tendency to destroy the advertising value. It was evident that all branches of the advertising business that were attempting to build up permanent and legitimate business relations were equally interested in the extension of this movement. The publisher was interested because the destruction of advertising confidence in his pages meant the destruction of the advertising value and revenue; the advertiser, because the destruction of advertising confidence meant the destruction of advertising possibility and its economy for his business; the agent, because the destruction of advertising value meant the destruction of advertising accounts and of his business.

One of the reasons for the prestige and for the tremendous advertising value secured by the magazines, women's publications, and farm journals, has been the adoption of an advertising policy in respect to their advertising pages which resulted in the elimination of a large percentage of the unscrupulous and fake advertisements, and in many cases of all of them.

It is a somewhat astonishing feature of the case that the newspaper, though so intimately connected with the daily life of the public and possessing such unusual advertising value from the standpoint of its history and purpose, has up to the last two or three years practically refused to recognize the necessity for censorship of its advertising pages. In the case of some of the reform newspapers, it is somewhat astonishing to the man who knows anything of the history of advertisements to read in the editorials of

Digitized by Google

the periodicals the jubilation upon the destruction of the patent medicine and loan shark and other fakes, and in the same issues to see their advertisements in the advertising columns.

The progress of the immediate future will show very definitely that the advertising value of any particular medium is materially affected by its policy in respect to the kind of advertising it carries, and there is no question that it will increasingly affect the income and the consequent stability of such medium.

GENERAL DIVISION

As the reading habits of the public have grown and interests have ramified in proportion to the increasing complication of human life, the number of publications has increased so that they have naturally divided themselves into certain general groups, going to certain more or less well defined audiences, of more or less definite value to certain portions of the business world, and catering, because of particular information of some kind, to certain types and classes of people.

Under the heading "General Magazines" have been included all those monthly and weekly publications which have for their object the entertainment, the information, the relaxation, etc., of the public, covering any portion of the field of human activities and containing a selection of items, from poetry and fiction to special articles in respect to important branches of the industrial world. Some of these publications specialize somewhat largely upon literary and critical work, some upon humor and some upon fiction, but the interests to which they cater are general and the audience

Digitized by Google

as a rule run through all types and a good many classes of readers.

"Farm Journals" are those publications which are devoted to the information of the farmer in respect to his work, and to his entertainment and the entertainment of his family, etc. At one time such journals also fulfilled the purpose of the newspaper. They are, however, now practically confined to the items mentioned and their circulation is consequently confined almost entirely to the farm and those dependent upon it.

As a subdivision of general magazines and as an indication of the ever widening sphere of women's influence, there are a large number of magazines devoted solely to the interests of women. The importance of woman as a buyer, particularly in regard to all matters which enter into and pertain to the household or the affairs of the family, has undoubtedly been the controlling feature in establishing this large division; in fact, all of them are intended primarily for the women of the household because of her importance as a buying factor.

The general division of manufacturing, production, and other branches of industry into sub-divisions has resulted in the establishment of periodicals which are classed under the general name of "trade and technical journals." The technical journals are those which cater to the practice, the theories, and the conditions of operation in respect to the branches of engineering and manufacturing fields, mining and other production operations. They relate rather to the processes of construction, production, manufacturing, etc., than to the processes of marketing. They are concerned with

Digitized by Google

the efficiency of operation rather than the efficiency of sale.

On the other hand, the journals which are concerned with the problems of the distributor, with the news of marketing, with the conditions of sale, are termed "Trade Journals" and have specialized upon the distributing and selling portions of the different branches of industry rather than upon manufacturing and production.

These journals, appealing as they do to special interests, naturally segregate the audiences so that it is possible for the advertiser to reduce the waste inherent in reaching a small portion of the public through ordinary channels.

The sub-division of industry and the general complication of human life by the extension of its departments have resulted in a sub-division of the relaxation operations as well as those connected with the serious objects of life, so that every form of relaxation and recreation is provided with periodicals devoted to the exposition of materials connected therewith. Such periodicals are termed "Class Periodicals" in order to distinguish them from the trade periodicals concerned with the operations of industrial and professional work.

As a natural consequence of the subdivisions of sport, recreation, and relaxation of all kinds, and the tendency to standardize the conditions in such subdivisions, as they are standardized in business, large branches of industry are devoted to the manufacture of products used for the pursuit of these various sports and recreations. Sub-divisions of the periodical media which segregate the more interested public among such classes, are very important from the advertiser's

Digitized by Google

standpoint as they provide a direct audience for a large class of industry.

CONTRACTS, ETC.

As a logical result of the early attitude of publishers towards advertising there was no regular method of payment for advertising for a long period. The payment for the advertising was analogous to all other transactions in business—a matter of individual compromise between the individual publisher and advertiser—so that it was a usual thing to find all kinds of rates in the same publication with various methods of selling space. This evil exists even to some extent to-day. Although it is usual to have specified rates as expressed on the rate card, it is by no means true that a certain amount of space in a certain publication always costs the same. Quantity discount is usual, extra discounts due to the importance of the advertiser are usual, so that the foreign rate—that is, the rate for outside advertising in newspapers—has always been different from the domestic rate—that is, the rate for local concerns. Frequently there is also a patent medicine rate, a department store rate, and there are, of course, the classified rates—all of these rates being sub-divided according to the requirements of the particular contract in view.

The best of the technical and trade journal class of publications have settled the rate question so that there is practically one rate. A good many of the general magazines and women's publications have also decided this matter and arranged so that all advertisers pay the same price per unit. The newspapers and other periodicals of the kind are far from any such desirable position. "What is a newspaper rate?" is a question

Digitized by Google

well understood by any informed advertising man, and it is one of the difficulties under which the newspaper labors.

In the business of advertising, as in every other line of industry, the customer who could make a contract covering a period of time was allowed a smaller rate. This is still the case with most divisions in the publishing field so that the possibility of making a time-contract for a certain amount of space is of importance in securing economy in rates. A number of general magazines and women's publications have removed this discriminating feature so that all pay alike either for one issue or for a number. The space on the time contract is, however, of importance, involving as it does by far the larger portion of the periodical field and of the individual publications.

The rate which is to be paid to a publication per unit—that is, per line (the agate line is usually the measure)—is supposed to be based upon the number of copies circulated and paid for by the general public. There is, of course, a tendency for each publication to vary in its circulation between one issue and the next, so that it is only possible to take a general average in arriving at the rate. Matters of unusual interest, scoops, serial features involving unusually good points, all have a tendency to increase the circulation and are balanced by a corresponding drop when such features are removed. The buyer of advertising has been troubled many times by the general tendency of rates to increase with the increase in circulation, due to such features, without decreasing when such features were removed and the circulation correspondingly dropped.

This has led to the tendency on the part of the large

Digitized by Google

buyer of advertising to demand very specific information in respect to circulation so that the validity of the rate can be determined. This demand has been further intensified by the unfortunate habit, formerly very wide spread among publishers, of quoting figures in regard to circulation which did not entirely agree with the actual facts. This evil is in process of removal.

EARLIER CIRCULATION CONDITIONS

The earlier circulation conditions, therefore, were very much more allied to the chances of a gamble than to the requirements of a business proposition. Claims as to circulation were sometimes cut down to one-sixth, and less, when an opportunity to study the paper and printing bills disclosed the actual condition. Every scheme which ingenuity could make up for the padding of circulation was indulged in. Furthermore, where circulation was actually secured, it was frequently secured by such processes of sale as eliminated any interest in the medium itself. Premiums, clubbing offers, souvenirs, prize contests—every conceivable extraneous interest which could have been used as an incentive to buy the publication—were made a part of the scheme for padding circulation. The very extent of the evil was undoubtedly the cause of its rapid elimination, and the buyer of advertising quickly began to demand further information.

SWORN STATEMENTS

On account of the absence of reliability in connection with circulation statements issued by publications, it became customary among the shrewd buyers of advertising to demand sworn statements of circulation based upon the responsibility attaching to the making

Digitized by Google

of an oath in connection with any such matter. These sworn statements undoubtedly restricted the padding of circulation totals and so proved to be the entering wedge in securing needed circulation reform. That, however, did not indicate in what way the circulation had been secured, nor whether the totals mentioned actually had been issued in such a way as to seem valuable to the advertiser. It became necessary, therefore, to go further than the actual sworn statement and a demand was made upon the publisher for statements to be made by responsible auditors of the condition of his business in respect to circulation.

TERRITORIAL ANALYSIS

Inasmuch as total circulation simply meant the number of copies distributed, the first call from the advertiser was for a comparison between the total circulation and the net paid circulation, or the number of copies actually paid for, so that the proportion of free copies to the total circulation might be determined.

The wider influence of many classes of media and the extension of their circulation through large territories made it necessary for the advertiser to have some way of determining the relative proportion of circulation going to his particular field and consequently the amount of waste in comparison with the net possibility in respect to his own proposition. This determined the advertiser's request for territorial circulation, divided either by states or in some arbitrary way so as to illustrate the proportions within specified fields. An extension of the same idea due to the necessity for intensifying work in certain sections, resulted in the demand by advertisers for the circulation analysis in cities over and under certain

Digitized by Google

sizes, this demand being dependent upon the distribution of the product and its influence in respect to the population area.

OTHER DETAILS OF ANALYSIS

The constant endeavor of the advertiser to segregate as much as possible his buying of circulation to agree with the people who represented his prospective customers, has resulted in a demand for circulation analysis along many of the lines besides those mentioned. There are two difficulties in regard to circulation buying which confront the advertiser at each step in his analysis. The one difficulty is the impossibility of estimating the relation of probable readers of advertisements to the total circulation; and the other is the relation of the possible buyers of a product to the total circulation. The constant demand for this information and the large obstacles in the way have resulted in the advertiser's asking for analysis of circulation by occupation, by position and by buying power.

Practically all these items are confined to the general magazines, technical, class and trade journals. It is obvious that the universality of the newspaper clientele, together with its method of distribution through news dealers and news stands, makes it impossible to secure such information, so that no attempt has been made to determine it in these cases. Furthermore, the functions of the newspapers are such that analysis of this kind is not important in their case.

In respect to the magazines, general magazines particularly, extending as they do over a wide field with limited circulation in any field, analysis of circulation from one or other of these standpoints is of the utmost importance in measuring the proportion of the circula-

Digitized by Google

tion which will be of real or of any value to the advertiser.

It is obvious that if there is in a town of 100,000 only 10,000 magazine circulation, serious defects in such circulation from the standpoint of the particular advertiser would so attenuate the value as to make the strength of such circulation in proportion to the population of very doubtful influence.

Analysis by occupation, however, while it is true that it does in general illustrate something of the financial limitations, does not illustrate the buying power because the terms which are applied to occupations embrace so many different classes of workers that they are limited only within very wide boundaries.

The statement, for instance, that a man is a mechanical engineer is of no value in estimating his buying power for a piano or an automobile, inasmuch as there are mechanical engineers working for $10 a week as well as those working for $25,000 a year, and the first are in the majority. In fact, thousands of mechanical engineers are earning less than $3,000 a year for tens who are earning over $5,000. The same thing is true in all divisions made in occupational lines. Consequently, the occupational analysis of circulation is of value largely to the company supplying products or materials entering into the occupational work of the individual in such a way that they are practically necessary to his proficiency, and therefore are secured without respect to buying power in other directions.

Analysis of position is another method of determining the value of the audience from the standpoint of the sales work of advertising. This method of circulation analysis is practically confined to the technical and trade paper, principally because of the fact that a

Digitized by Google

large portion of the circulation of such papers is taken out in the names of corporations, and consequently the character of the circulation is not illustrated by the subscription list in any way.

This is particularly the case where the corporations are not large enough to be subdivided into many departments but where the power is still centered in the hands of a few so that the men to be influenced may not be by any means the men who read the publication. For such papers there is evidently no better circulation analysis. There are two factors of importance to the man who sells: the person who buys; and the persons who influence the buying. The actual importance of these factors relatively varies not only with the business but with each particular organization. Analysis of circulation in any line of industry by the position of the subscriber will illustrate the percentage of buyers and the percentage of those who influence buying but do not actually write the order.

Analysis by buying power is something to be desired but is only possible in certain limited, well defined and segregated fields. So much of the buying which is indulged in by human beings, outside of the bare necessities, and even in connection with some of these necessities, is influenced by particular tastes and prejudices that it is not concerned intimately with the economic status in any particular cases although, of course, the whole volume of consumption is practically governed in that way.

People who are in a position where the statistician would say they were unable to buy some particular article, are constantly and continually using the product as one of their few luxuries. It is characteristic of human nature that some things which can be done

Digitized by Google

without, or which can be purchased in a cheaper form, are classed among the prized habits and possessions of every buying unit. Food product manufacturers and other people supplying articles which are considered to be of high quality, and correspondingly high prices, have been astonished to find the enormous amount of business which could be developed in those sections which are peopled by the poorest classes and those least fitted from an economic standpoint to be purchasers. In fact, this has become such a significant proportion of consumption in connection with commodities that special effort has been spent to secure and retain it.

There are, however, certain things which demand a considerable cash outlay and which of necessity are constantly limited to people having a certain economic status. In other words, while it is not possible to determine the people who will buy, it is possible to make a pretty accurate statement of those who cannot buy. Where articles, for instance, call for a cash expenditure of a considerable amount (as in the case of automobiles) it is possible to place a limit of income below which neither the cash expenditure nor the operating expenditure can be readily furnished, on account of the fact that, although the cash expenditure might be furnished in individual cases, the operating expenditure would be an absolute bar.

Furthermore, even where there is no large operating expenditure connected with the outlay, the very fact that an outlay of such a large amount is required, is enough to make the buying public below a certain income negligible as a portion of the business.

Where goods of this kind have been the principal products of advertisers, some of them have secured

Digitized by Google

investigations from some of the publications, or have made their own investigations of the circulation, based upon analysis of a certain percentage of the readers compared with tax lists, assessments, and rents. In one case where the investigation was very carefully carried out, covering fifteen cities in as many states, and covering twenty-five magazines, it was found that the people who could spend over a thousand dollars in cash and $25.00 a month (figured from the above basis) varied so much as between one magazine and another that in some cases a magazine of 100,000 circulation represented in actual numbers a larger audience of the kind required by the advertiser than a magazine of 500,000. It was found that one magazine of approximately 150,000 circulation at the time figured 103,000 who could afford to spend that amount of money; whereas, out of 500,000 circulation of the other magazine only 75,000 were in that position.

Paid upon the basis of ordinary space rates, a page in the first magazine would cost $150.00. Actually it would cost $250.00 a page, inasmuch as the space rate was above standard. In the second case, the page rate was $500.00 for less audience. The amount of time and expense involved in investigating in this way has confined it to the place where it is obviously of most value and to a very few publications. It is evident, however, that this part of the circulation analysis will develop as competition becomes keener and the necessity for increased efficiency becomes more apparent.

EDITORIAL POLICY AND CIRCULATION

The value of editorial policy as an indication of the character and value of the audience has always been recognized very thoroughly, although the factors

Digitized by Google

which have contributed to that influence have not been so thoroughly understood.

The character and style of the editorial, the actual phraseology which is used in all departments of the reading pages, influence the character of the audience so deeply that they form to-day a most reliable basis of circulation analysis if they are thoroughly investigated and followed.

Apart from the editorial policy, however, the general purpose of the publication, the interests to which it responds are themselves an illustration of the publication's strength or weakness from the standpoint of circulation value. The interests of human beings are divided and sub-divided into primary, secondary, tertiary, etc., interests; some of them exceedingly strong and fundamental so that they are deeply absorbing and intense; others so little affecting the general attitude upon life that they are almost academic, theoretical, and both leisurely and shallow. Between these lie interests varying to all degrees of intensity and permanency. It is evident that the interest which the magazine serves is of fundamental importance in determining the permanency and the bond of sympathy which lies between the publication and its readers. In respect to some publications this becomes so important and so intensely a part of their audience that belief in and reliance upon such publications amount almost to a religion, and criticism is apt to breed a trial for heresy.

Furthermore, the editorial department, if it is to be successful, must of necessity learn to feel the pulse of the public so accurately that it can determine just what the attitude of the audience will be towards the material which goes into the editorial pages. It

Digitized by Google

knows just about how many readers will be interested in any particular article, and upon the strength of that knowledge, gained painfully by experience, it intuitively judges and uses the material which comes to it for publication. Such judgment of the editorial department is formed by the fluctuations in circulation, by the written expressions of subscribers, by the tangible and observed results which follow the publication of the material.

It has always been a matter of astonishment to the writer that these tangible results and expressions should be allowed to pass day by day through the office of the publication without any attempt to collect, record, and classify them, so that some fundamental rules in regard to human interest would have been determined by the hundreds of thousands of cases which would so accumulate. Careful study, however, will show the advertising man the relative character and value of the different audiences which are accumulating to the different publications, through correspondence with subscribers, fluctuations in circulation, etc., by which he could choose the one or the other.

ADVERTISING POLICY AND CIRCULATION

"Advertising is built upon confidence." The advertising man has used this phrase for his own purposes, although it is obvious that it covers the whole of industry. Advertising is not the only thing that is built on confidence: the whole atmosphere of commerce is nothing more or less than an expression of human confidence of one unit in another. Advertising is, however, the closest expression of such confidence because it depends for its success upon the written or printed word and not upon the intervention

Digitized by Google

of personal contact. Personal psychology may create confidence for the moment, establishing a condition between the two personalities which does not extend to the goods or which does not survive beyond the period of contact. No influences of this kind enter into advertising. It is dependent entirely upon the confidence placed upon the expressed claims of the one by the other. The advertising man, therefore, has realized more than any other man in business the necessity for fighting all influences which tend to destroy that confidence. Most important to him of such influences are those fraudulent or fake advertising schemes which are intended to deceive the public without giving them value in return for their money. Such schemes not only injure the publication, the particular victim of the advertiser, etc., but they injure the cause of all advertising by reducing the confidence which each victim of such fake advertisements has in the general value of advertising.

The necessity for permanency of profit in legitimate business, in order to acquire the business and return upon the capital, imposes upon the advertising man who is connected with such business the necessity for doing everything which will establish and fix the confidence of the public. He is consequently obliged to become an earnest reformer in urging the establishment of advertising policies in respect to all publications which will eliminate the bad company that destroys confidence not only in its own value but in the value of those surrounding it.

It is being slowly realized by all business men that because of this necessity for permanency, profitable business can exist only so long as it serves the public and consequently it becomes what is still termed an

Digitized by Google

"ethical matter," a matter of service, in order to be a thoroughly successful business matter.

The advertising man, depending upon the most modern practice in marketing, depending more than any other man upon permanency of profit for the proper expression of his work, must of necessity be interested in the coördination of the fundamental economic and the present practical policies. It is for this reason that we find him increasingly standing on the side of legitimate, careful, honorable business methods and fighting those methods which are calculated to destroy rather than to create and build.

Inasmuch as the value of circulation depends upon the bond of sympathy between the publication and the subscribers, it is evident that the value of the advertising in connection therewith depends largely upon the confidence between the advertising page and the subscriber. As a consequence the actual value per 1,000 of circulation is naturally decreased according to the number and character of the objectionable advertisements which are carried in the pages of the medium.

Digitized by Google

CHAPTER XXXI

THE FIELD OF THE NEWSPAPER, SERVICE, LOCAL PRESTIGE, ETC.

The function of the newspaper — Types of readers — Advantages and disadvantages — Lack of censorship of advertising — Lack of standardization in rates.

THE FUNCTION OF THE NEWSPAPER

THE newspaper as a medium of advertising has a very distinct field in which it is preëminently important, on account of both the reason for its existence and the universality of its use in any particular community. The instinct for news is practically existent in all types of people under all conditions of civilization. Where the illiteracy of a people prevents them from being able to accumulate their news through the medium of the daily or weekly newspapers, the place is filled (of course to a much smaller degree) by the gossip which is carried from person to person with astonishing rapidity through the entire district. Of necessity, where conditions are such that the people in a community must depend upon this method for the news, it is so meager, so intensely local, so limited, that the want of ability to read is justly considered as an almost exact index of the ignorance of a people or a community.

The strength of a newspaper lies in the fact that it caters to a greater or less extent to the instinctive de-

Digitized by Google

sire for news which is inherent in nearly everybody, and the same fact also limits its field and determines the advantages and disadvantages from an advertising standpoint. It is obvious that the newspaper would be the last reading matter to be given up by the majority of people if the opportunity and necessity for such a choice were to be put up for their decision. There are, of course, numerous exceptions to this as to any other general rule which deals with human nature; but the exceptions do not disturb the general tendency, which undoubtedly is to make the newspaper (within the limitations of its field) a vital necessity in the life of any people who are sufficiently educated to be able to read.

The fundamental value of this proposition as a determining factor in newspaper consideration will also give an index to the character and education of the community, for the actual contents of a newspaper are based upon the desires and interest of the people who will read it. The recognition of this strength in the field of the newspaper does not, however, imply that these mediums are necessarily of value in every campaign of advertising and without regard to the character, interest and make-up of the particular newspaper involved.

Any particular newspaper in a field has a tendency to gather its clientele largely from one or another of certain well defined types of people. It is necessary here to distinguish between types and classes. Classes of people are commonly divided according to the similarity of their occupation or the extent of their buying power, which may be expressed in rough general divisions either socially or in business language. The type is due, however, to environment, education, tem-

Digitized by Google

perament and heredity considerations, and while of necessity on account of the influence of the environment and occupation, the type may approximate the class distinction in some cases; on the other hand, types are not in the least correlated with buying power, and all the general types of people may be necessary for the exploitation of a single commodity. In other words, the type division is a psychological one, while the class division is merely an artificial one created by business or social considerations.

TYPES OF READERS

It is inevitable that the particular newspaper, influenced by a certain type of editorial policy which runs through the writing of all news, should have a well defined tendency to attract to itself as readers people who approximate one or another of the well defined types, and this is so without respect to political affiliations or opinions. The newspaper which deals with news of a personal nature, or which amplifies the personal element in all news, must of necessity attract as its regular readers those to whom all interest in things must center around a personality. As a general matter, women will usually be found to be large readers of such newspapers. That paper which seeks in its gatherings and writing of news to play up the sensational, the unusual, the startling, will naturally draw to itself those people with whom the play of emotions is of paramount interest, and in general it will be found that such a love for the sensational which allows the emotions free play, is co-existent with a lower order of intelligence and a more restricted outlook, both physically and mentally.

This does not necessarily mean that such newspapers

Digitized by Google

are exclusively read by people who have little or no money to spend. A small or restricted outlook, either in a mental or a physical sense, is not always confined to those whose occupation and buying power is of no importance in the scale of things. Those papers which endeavor to gather accurately the news of larger interest affecting the world at large, and which naturally appeal to a class of readers who are to some extent (either by business interest, general education, temperament or environment) predisposed to a more than academic interest in things which have no immediate effect upon their living or their pleasures—this type of newspaper will in general require a higher order of intelligence to appreciate and interest, although this does not necessarily imply a larger buying power.

This explanation of the tendency of the newspapers to cater to certain types of people is necessary in order to show that the newspaper, on account of the necessity from which it grows, the universality of the instinct to which it caters, and the general considerations involved, cannot control entirely the buying power of its clientele or their value for a particular proposition.

ADVANTAGES AND DISADVANTAGES

The newspaper, on account of its position and the character of its reading pages, without respect to its policy, is of necessity a concentrating force, having a tendency to consolidate the force of the advertising on one community, and consequently produce more rapid, more thorough, and more effective local stimulation. It is to be doubted, however, whether there is much effect carried beyond the borders which naturally limit

Digitized by Google

the newspaper published in any one particular place. The readers of the newspaper include all classes, and consequently, the proportion of readers of the newspaper which belongs to any one particular class represents only a small proportion of the total.

In fact, the strength of the newspaper as an advertising medium lies in the same plane as its strength as a general news medium. It carries to the people those items of interest which in general appeal to the whole community; it cannot devote more than a modicum of space to interests which concern only a very small proportion (the covering of such fields on account of this fact having been turned over to publications which deal specially and only with the classes involved).

As an advertising medium also the newspaper displays its greatest strength with commodities which are of general interest to the people and in more or less general use. Where the commodities are of interest and in use only by a very small and limited class, the power of the newspaper is to a large extent wasted, because its shots are scattered over such a large number of people in comparison, that the concentrating strength which should be of more consideration is of necessity lost. Outside of the conditions which naturally limit a newspaper to a more or less local sphere of influence, the conditions surrounding the newspaper itself, and as a consequence the advertising in it, have resulted in less increase in strength as an advertising medium than the natural advantages of the proposition would warrant. These conditions are:

1. The absence of any definite business method of determining rates.
2. The absence of any concerted attempt to supervise the character of the advertising accepted.

Digitized by Google

While there are many important exceptions, the newspaper is the last stand of the stock swindler, the real estate swindler, the patent medicine and cure-all fake, and the rest of that brotherhood who have so long taken advantage of the force of advertising to separate the gullible portion of the public from their money without returning value in proportion.

It is a pleasure to add that this condition is rapidly changing, largely through the efforts of the Associated Advertising Clubs of the World, the Association of National Advertisers and the local advertising clubs.

LACK OF CENSORSHIP OF ADVERTISING

We have seen in New York City papers advertisements of the sale of stock by promoters who were afterwards pictured on the first page of the same papers as on trial for their criminal actions. Inconsistency such as this must of necessity breed that kind of suspicion which affects very seriously the efficiency of all advertising, and from which, if it is ever to take its proper place as an honorable business, advertising must free itself in all reputable mediums.

It has long been known and must be recognized by the newspaper publishers themselves, that most newspapers have taken practically any advertising which came along without much attempt to investigate. Were this practice confined to the country weeklies of doubtful value, it might be easily taken care of, but it obtains with some of the largest newspapers in the country and there is apparently neither a tendency nor a desire materially to change their attitude. We should not care to have our business office in the same room with a man whose methods were questionable, whose actions were suspicious and who received his

Digitized by Google

money without giving any value in return. If we did, we could hardly be surprised if the same suspicion should fall upon ourselves. It is in this kind of company the newspapers frequently ask the responsible advertiser to place advertisements, which he has been careful to square with the truth of the proposition, and which he believes should be believed by the public who read them.

LACK OF STANDARDIZATION IN RATES

From all the information, investigation, and careful study which have been made, it seems impossible to find that the rates in newspapers are governed by any regular established method of proportioning, nor are they by any means the same to different advertisers. An experience with some several hundred mediums of this class has indicated the apparent lack of any method of determining the value of any newspaper space per 1000 circulation. "A fair price, one price and no discrimination" has become the cry of progressive politicians and of the people in many states. Not a few newspapers have been powerful in leading attacks against discriminations practised by railroads, large manufacturers and others. It is hard to see any difference between such discrimination and the practice of the newspaper which charges one advertiser at one rate and another advertiser at so greatly reduced expenditure per line as to be altogether outside any considerations of contract discount.

The newspaper has a great field. For a great many commodities it is the only medium which will successfully concentrate the local effort in such a way as to give the proper sales for the particular commodity in question. In many cases it is of advantage in stimu-

Digitized by Google

lating local trade. In some cases, however, its very limitations make its value doubtful and it is not every commodity which can be successfully advertised in it. It has a strong position, however, and a large field and no medium can render a more important service in advertising; but the newspaper has neglected to clean its columns, it has neglected to establish its rate upon an equitable basis, it has not squared its business policy with the policy of the editorial department, and if it is to secure the prestige in advertising and the consequent revenue which it should obtain, it will be necessary for it to devote some time and attention to cleaning house in these respects so that the advertiser who has an honest, straightforward business proposition to put out can do so with some knowledge of the company he will keep and the equity of the cost.

Digitized by Google

CHAPTER XXXII

MAGAZINES, TECHNICAL AND TRADE JOURNALS

General magazines — Field and functions — Women's publications — Trade journals — Technical journals — Copy service — Special service.

GENERAL MAGAZINES

THE spread of education, and the continual accumulation of wider interests due to the availability of records, and to the possibility of compressing a large amount of information in a small space, created a desire on the part of the public, or some portions of it, for reading matter which would carry out a somewhat different idea from that expressed in the newspapers or the news weekly.

As the pressure of work increased through the simplification of tasks and the consequent concentration, the necessity for relaxation in the matter of reading became correspondingly more important. People who were informed and experienced on many lines felt it necessary to have some easy method of keeping in touch with the progress of such matters without being obliged to go to much trouble in it or to become professionally expert. The interests, the relations, the general entertainment of the public became continually wider so that it was necessary to introduce periodical media devoted to these particular purposes. Books were inconvenient in some cases; they cost too much to be

Digitized by Google

read at leisure and discarded after reading; they involved more concentration than the average reader was willing to give except at specified times; they provided no diversity and consequently did not give the complementary character that was required to offset the routine daily task.

General magazines, as they are termed by the advertising man, came into being to fulfill the desires created by this state of affairs. They were at first concerned with developing every type of editorial matter which was of interest, and the entertaining, educational, humorous, pictorial and special interest items were all contained in the covers of the same medium. Increasing sub-division of human requirements, increasing complication in human affairs and increasing population determined further subdivisions which swung the editorial policy to one or another of these lines. There are now magazines devoted entirely to the exploitation of the humorous, magazines concerned only with the educational, the serious, and the controversial, publications which review and publications which depend for their interest upon the pictures.

It is true that a great many of the publications partake of all the other interests as well as the principal one with which they are concerned. It is equally true, however, that there is a tendency for the editorial department to specialize upon one or other of these general divisions so that they shall have a central interest. It is natural that it should be so. A certain personality accumulates around the periodical medium. It is of course a vague personality but it depends for its existence upon a central idea embodying the reader's conception of its editorial policy. The definition of this personality is in fact almost exactly in proportion

Digitized by Google

to the definition of its editorial policy along certain lines and consequently the clarity with which such a policy can be visualized. Each of these types of magazine has certain functions to perform which make it more or less suitable for the particular purpose for which it is to be used. In some cases it is necessary to divide them by such types in order to determine their relative value. For the purpose of this consideration, however, such differences may be neglected and the general scope of the magazine determined as it is considered in connection with all the types of general media.

FIELD AND FUNCTIONS

The magazine is in respect to its advertising policy complementary to the newspaper, performing entirely different functions and having entirely different measures of value. The magazine is extensive territorially, and intensive because of its segregation from a circulation standpoint; whereas the newspaper is intensive from a territorial standpoint and extensive from a circulation standpoint.

The magazine, through its special interest or interests, accumulates to itself an audience composed of those people in each community over the whole country or the whole world who are sufficiently concerned in those interests to be anxious to read the matter in regard to them and to pay for that reading. Considered from a circulation standpoint, therefore, it has a tendency to pick out from a general bulk of the population those people who are interested in certain special matters or whose education is sufficiently advanced to require extended reading over and above the reading which can be secured from the local media. The maga-

Digitized by Google

zine, therefore, must operate through a larger territory than the newspaper because it will appeal to a smaller percentage and to more specialized classes of the population.

The periodical which deals with the more general affairs covers a wider field and acquires by this means a prestige which is not accorded to the local media largely concerned with and distributed through a small territory. It argues an importance in the subject matter interest which is sufficient to eliminate the territorial differences and to draw to it readers over a wide area. This same prestige and importance naturally applies in a measure to the advertising which appears therein. Furthermore, it provides a natural selection of the readers who have a good many advertising requirements and eliminates some of the waste which might otherwise be incurred. It cannot be used for intensive cultivation but it is a very important factor in the improvement of the condition of the general field which it covers.

Its place in the advertising equipment is very distinct and easily defined, as the functions which it fulfils to its readers carry with them an explanation of its possibilities and its own limitations. It is a leisure time publication and receives in this respect more attention and probably more careful reading than the local media. It has a tendency to exert a more powerful influence upon the habits of mind of the people who are part of its regular audience and as a consequence within the limits of its field its value is unquestioned. It is valuable, as its term implies, for general advertising, and its use in this connection is entirely justified and in fact to be desired from the functions which it is capable of performing.

Digitized by Google

WOMEN'S PUBLICATIONS

The economic importance of the women of the household, due to the percentage of material in general consumption which goes into the household or is influenced by the women, is so great that all classes of media pay a great deal of attention to the requirements of the women, and certain media are devoted entirely to their needs.

Professor Hollingworth estimated from his investigations of a few years ago that the women either bought or influenced the buying of 80 per cent. of the articles which went into the household, including the clothing of the male members of the family, and it is evident from the trend of recent advertising that the attitude of the woman and her importance in connection with all these matters is being more keenly appreciated.

It is logical, therefore, that a great many of the periodicals which cover the country generally, and those having the largest circulation for the number of media, should be devoted entirely to the wants, interests and relaxations of women. The woman's magazine to the women of the household approximates the relation of the farm paper to the farmer. It is not entirely a matter of business but it is so closely related with the principal objects and wants of her life that it has ceased to function according to the general magazines and approximates the farm journal or trade journal in its action. So much of the life of the women of the household is represented by considerations fully as important from their economic requirements as the business consideration of the men, that information upon such points is not only valuable but in most cases absolutely

Digitized by Google

necessary. Furthermore, the general tendency of women's clothing to change rapidly from season to season in its style, the necessity for keeping up with changes in social requirements, the desirability of being informed upon club movements, etc., as well as the generally extending horizon of the women, make the women's publication as nearly a necessity as anything can be which does not cater distinctly to the news instinct. It will be observed that these special functions of women's publications entitle it to an advertising consideration which cannot be given to the general media. The relation between the subscriber and the magazine is much more intimate, the interest in the editorial policy much keener and the relation between the editorial and the advertising pages much closer, than is the case with the other general media.

To advertise in the magazine with a number of recipes some of the material which should enter into those recipes is obviously approaching the maximum of suggestion. To advertise labor saving devices for the kitchen in the same magazine where discussions are continually taking place as to the possibility of reducing the drudgery of the household comes very close to the acme of periodical media efficiency. The possibilities of relating products used in the home or by the women to the editorial interest in such magazines are so great and involve so many thousands of items that the advertising possibilities are unusually favorable.

The functions of women's publications in this regard make it possible to segregate the work in connection with items of general consumption for the household for prestige and general advertising much more easily than in any other class of general media.

Of course, the editorial requirements in this connec-

Digitized by Google

tion are unusually severe. The styles suggested by the magazine must be authoritative and delivered to the subscriber at the time things are news. The recipes, the articles of interest to the household, questions of education of the young, etc., must of necessity be developed so as to show authority of the highest type, in order to give the advertising value which is necessary to fulfil properly the important functions represented by the media.

The obvious care with which women must regard every item entering into the household affairs, because of the importance which such affairs assume in their lives, makes it possible to presume their interest in connection with the reading of women's publications which cannot be so safely assumed in some of the other cases, although it may be there. Furthermore, it should be noted that in the matter of dress and other items of personal adornment, the actual manufacture of the product has so much to do with its applicability to the particular individual, that the advertising pages conveying these items to the reader are apt to be studied almost as closely as the reading pages.

These things all have a tendency to make the women's publications particularly valuable on account of the strength of their appeal to women. The disadvantages connected with this style of medium are similar to those found in the general magazine field and are largely involved in the territorial weakness of the women's publication from the standpoint of its intensive effect upon sales and consequently its lack of influence from the standpoint of volume in respect of articles of very general consumption. This disadvantage is added to from the standpoint of some products by the lack of action incentive always to be connected

Digitized by Google

with media which are primarily concerned with the leisure moments, although in the case of women's publications the importance of the subjects dealt in to some extent offsets this particular disadvantage.

It is evident that it is impossible also in the women's publications to get the rapid fire action which is sometimes necessary to stimulate sales within some particular territorial limitations.

TRADE JOURNALS

Trade journals are those publications which are devoted to the dissemination of news and the consideration of questions relating to the distributing of products of a certain industry or products handled through a certain line of distributors. The grocery journals, for instance, are papers which deal with the conditions to be found in the grocery business and are limited only by the extent of the business and not by the extent of some of the products thereof. The *Iron Trade Review,* on the other hand, although being distributed largely to jobbers and retailers of products made of iron, is sent to a line of distributors who deal in many other products beside those covered by this journal.

These trade journals are alike in this, however, that they are not distributed to the consumers of a product but rather to those who buy material to resell. This, of course, has a tremendous effect upon the necessity of the journal from the standpoint of advertising value, and the requirements which it must fulfil in order to arrive at maximum strength.

There is a possibility of the establishment of great interest between the trade journal and the distributor because of the information which can be secured

Digitized by Google

through such trade journals in connection with the conduct of the business. Matters which affect the business in which any man is engaged are apt to be of sufficient interest to make him pay considerable attention to them. As a consequence the trade journal is capable of awaking a very vital interest among its readers, such an interest as will establish those intimate relations in connection with which the highest advertising advantage is to be found. The accomplishment of this, however, lies in the following out of a somewhat more difficult development than is required of the general magazine. The subjects of which the trade journal will treat must be chosen from the field in which it works and it is consequently limited to some extent in its editorial scope. Furthermore, it is not easy to find writers who have the patience and knowledge required to enter into and investigate the operations of such complicated matters as the details of the distributing business; while very few of the men engaged in such businesses have acquired the art of writing or expression to such an extent as to enable them to give out the things which they have found of advantage.

Nevertheless some means must be found by the trade journals of getting together the best information in connection with the operation of the business and of presenting it in such shape that the reader will understand and appreciate its value and importance. For the trade journal is intended for his information and there is no incentive for him to spend time with it unless it contains such information. The value of a trade journal can be almost exactly determined by an investigation as to the standing of its editorial work from the standpoint of authority, progressiveness, and accu-

Digitized by Google

racy. This relates equally, of course, to the dissemination of news in connection with the industry as well as the discussion of controversial points or elimination of difficulties.

Trade journals vary greatly in value. Some have little excuse for existence except the complaisance of the advertiser. They are frequently without any authority, have insignificant circulation and make no attempt to supply the industry with important information. The best of the trade journals, however, in most fields have developed editorial staffs capable of entering into the questions which are involved in the progress of the industry and capable of writing such investigations so that they are thoroughly interesting and informing. They have equipped stations for gathering news and are undoubtedly responsible to a large extent for the progress made in their respective industries due to the dissemination of information of all kinds among the various practitioners. Such trade journals are naturally of great advertising value because they have automatically selected the audience in any particular field so that they represent the best combined intelligence in that field and the most influential business men connected with it. Such trade journals can hardly be neglected in any well balanced campaign, representing as they do the nearest approach to maximum efficiency which can be found in the advertising field.

TECHNICAL JOURNALS

The functions of the technical journals are somewhat different from the functions of the trade journals in that the technical journal reaches the consumer in a particular industry or line of human endeavor, ap-

Digitized by Google

proaching him by reason of information in regard to the technique of his operations. It will be seen at once that the objects of the technical journals, therefore, vary considerably from the objects of the trade journals and the advertising value is based upon slightly different considerations. Market news, prices and movements of staple commodities, and items of that kind which (where reliable) may form the most important part of a trade journal's editorial matter, have little place in the technical journal, except in one or two special cases.

The *Iron Age* has been quoted as an authority by all general media in connection with the progress of the iron and steel industry, and its figures, its reports and considerations of the market, etc., are accepted without question. This paper, however, holds the unique position of the technical journal which has through the course of time, by reason of its editorial efficiency and scope, automatically extended its authority over the trade as well as the technique of an industry. It has become, in fact, an institution rather than a mere technical or trade paper. This, however, is the exception. There are indeed very few industries which combine the technical and trade features in the same way that the iron and steel industry does and there is a possibility in very few cases for the technical journal to assume the functions of a trade journal.

The questions of thoroughly controversial nature as to practice, and discussion as to materials, etc., naturally occupy much more editorial space in the technical journals than they can be expected to occupy in the trade paper. The technical papers of manufacturing must of necessity dissect such operations, gather from the industry as a whole the most efficient methods

Digitized by Google

adopted, discuss these as well as the principles and theories which lie behind them. The editing of a technical journal in such a way that it will be of the highest advertising value is obviously a matter of considerable difficulty and requires the highest type of editorial capacity.

The technical journal is similar to the trade journal in that it automatically segregates the audience, confining it within certain limits either in a particular industry or in connection with a specified occupation. *Automobile, Horseless Age,* and other motor papers are examples of technical journals relating to an industry. *Power, Practical Engineer, American Machinist,* etc., are examples of technical papers devoted to a specified occupation, which may enter into a great many industries and cover a great many different problems.

The value of either method of conducting the technical journal from the standpoint of an advertising medium depends almost entirely upon the industry which is to be advertised. In most large manufactures the products which enter into the equipment of manufacture, etc., are classified according to specified occupations rather than the industries for which they are used, so that there is large scope for technical papers which follow the lines of specified occupations. In some industries the equipment is almost altogether specified by the industry itself, and in this case, of course, the technical paper must follow the lines of industry rather than occupational lines.

The present strength of the technical journal lies in the development of its editorial staff so that they understand the problems, the needs and the circumstances of the occupations of industries to which they

Digitized by Google

cater, and are able to develop a really authoritative standpoint. There are, of course, in the technical field a great many journals which are of no particular value from the standpoint of authority or editorial information. These exist largely because of the lack of investigation by the advertiser and because in these days of multifarious writings it is possible to assemble a superficially attractive paper with the proper array of clippings. Such journals have no place in any advertising scheme. The more important technical journals, however, have sufficiently demonstrated their value in respect to the particular fields which they cover to make their selection largely a matter of adjustment to the particular campaign or marketing plan which is under consideration.

COPY SERVICE

In the course of the development of the technical journal and its sale of advertising, where that commodity represented a value almost impossible to determine and where the advertiser was inclined to look upon it as an unavoidable evil, it became necessary to investigate the reasons for the success or failure of different advertising accounts. In those days 90 per cent. of the advertisers in technical journals were content with a standing advertisement which expressed without change of copy or layout, about what was to be found on the visiting card of the concern in question. From time to time the technical journals themselves induced the advertiser to change this card and to put in copy which was changed from issue to issue. In some cases this development was followed up, copy writers were engaged, investigations were made into the field of the paper, the audience was dissected as

Digitized by Google

much as possible and a free service to advertisers, intended to increase the value of their advertising, was started in connection with some of the more advanced publications. Inasmuch as most of the technical journals steadily refused to pay commission to the advertising agent, contending that they had to secure the business themselves, it was necessary in some cases to put in service in order to offset the services advanced by the advertising agent for general media. Some of these copy service departments have been notably successful, while others have proved to be of little importance. The value of the service seems to depend almost entirely upon the extent to which the audience has been considered and dissected and consequently the extent to which it is understood by the copy service department so that they can be sure of getting the view point which will interest the audience.

SPECIAL SERVICE

Special service in connection with requirements or possibilities in the development of business along the particular industry or occupation in question, has been used by some of the more important and progressive journals and in some cases the investigations have been carried out with the advertisers so that the advertiser can secure maximum value from his advertising. Up to the present this service has not assumed any important place in connection with the technical journal work, but the general trend of advertising and the effort which is being made to investigate the conditions of a business much more closely before entering into and conducting a campaign, will undoubtedly make developments along this line of the utmost importance, and bring into greater prominence special

Digitized by Google

service in the investigation of these different fields. The position of the publisher is such that it is easy for him to get in touch with many conditions in an industry or occupation which may be difficult for the manufacturer to determine, and it is rather surprising that up to the present he has developed this possibility to so slight an extent.

Digitized by Google

CHAPTER XXXIII

OUT-DOOR AND OTHER FORMS OF ADVERTISING

Historical — Influence of signs — Indefinite values — Bill-posters' Association — Electric signs.

HISTORICAL

THE earliest method of advertising was the sign. Excavations made in various parts of the world bringing to light the conditions of life in the earlier civilizations, have shown that it has been customary in all ages, wherever any degree of civilization has been attained, to designate by a symbol either the occupations or the products made in a certain place or by a certain individual.

Advertising by signs was, of course, carried very much further in the time of the Romans, and notices of games in the arena, of gladiatorial and other spectacles and of events of all kinds were added to the signs which denoted the character of the stores. These earlier symbols developed on the one side into the out-door advertising, and on the other side into the trade-mark protection for goods. Until the discovery of cheap paper and the general increase in the art of printing, there was little use in attempting to extend the sign on account of the fact that so small a percentage of the population could read or write. As education spread and more of the population became versed

Digitized by Google

in reading and writing, the use of signs to announce all kinds of sales, all kinds of events, to give notice of legal action, governmental proceedings, etc., extended very rapidly, until to-day it is one of the most important methods of advertising.

INFLUENCE OF SIGNS

The sign has been associated for years and even centuries with two definite functions which have determined its value to a large extent in the past and influence its present value.

The sign has always shown either where a thing could be secured or at what time it must be secured, or both. It has, therefore, been conspicuous all through its history because of its determination of the place and its suggestion as to time. Until it was so generally taken up by advertisers it was principally used over the doors where various products were kept or to notify the public that certain things would happen at a given time and place. Services of a religious character, announcements, political meetings, educational gatherings, all kinds of matters of general interest were made known to the public by reason of out-door advertising in the form of bills posted on the walls or convenient places. Even now a large part of the out-door advertising in any city is devoted to the dissemination of news in regard to matters which must be taken advantage of within a certain time and place, in order to be secured at all.

While, of course, the general use of the poster has to some extent destroyed the suggestion which arose with its entire association with such matters, nevertheless this association of ideas is still active to a sufficient extent to determine the value of the poster as

Digitized by Google

an advertising medium. By the very conditions of its use it is manifestly out of the question as an educational proposition. The necessity for telling the story at a glance so that literally "he who runs may read" precludes any argument or reasoning which forms the basis of educational endeavor.

The sign in fact must arrest attention by the simplicity and broadness of its design and character, drawing attention to the products of the store so that it will not only arrest attention but also suggest the necessity for immediate action. It has been so constantly used to reiterate the fact that something will be done at a certain time and place, that a subconscious spur to action is almost imperative. These functions of the out-door advertising make it of great importance for intensive stimulation of the sale of products of general consumption. Where considerable educative effort has been spent upon a territory or a commodity with apparently little result, some well calculated out-door advertising by its subconscious insistence upon action has drawn this educative effort into actual sales. It is, of course, impossible for this method of advertising to change a buying habit until some educative effort has been made so that much knowledge of the product has already been gained. It is, in fact, in respect to advertising akin to the salesman's closing talk, calculated to bring to a head the work which has been progressing favorably but without action theretofore. This does not mean that action cannot be secured by the other media of advertising. It does mean, however, that the whole history and development of the sign and of out-door advertising has had a tendency to associate it with the necessity for action in such a way that it presents a logical

Digitized by Google

medium for the final development of intensive stimulation.

INDEFINITE VALUES

In the buying of out-door advertising, however, so many factors enter into the question of price, and so many items influence the question of value that it is not possible to buy such advertising with the accurate knowledge of what is being bought, as is the case with some other advertising equipment. In the first place, the number of people who can see the sign is a matter of conjecture, except in a few special cases where they are so placed as to govern thoroughfares, in which event the number can be averaged. The number of people who will see the ordinary out-door sign or poster, however, is a matter of guess work and the exact influence of the sign can never be determined.

In the second place, the surroundings of the sign, whether it is in the middle of other signs, whether it is at a height or close to the ground, whether it is in a narrow or wide thoroughfare, the speed of the traffic past it, all have a bearing upon the advertising value which is none the less important because it has not been thoroughly recognized. It has been customary, particularly in the use of out-door advertising, to accomplish by volume rather than by selection. In the old days when it was intended to advertise a sale, to give notice of action in the Courts or to advertise coming amusements, it was customary to place the bills anywhere and everywhere in the hope that volume would accomplish the necessary registration and provide insistence upon action which alone would give the required result. The competition for signs, the necessity for leasing ground or space for them, and the

Digitized by Google

general tendency for restrictions to be imposed upon them in most communities has somewhat limited the number which can be used; although even now it is customary to consider bill boards or printed signs from the standpoint of volume rather than selection. The number of factors which enter into the value of a particular sign or poster have not been determined, except the certainty that results can be obtained by posting bills and by putting up printed signs. It is questionable whether any advertisers, save those who because of the character of their service use that method alone, can determine the actual results secured from the accumulation of signs and posters in a given territory.

If the knowledge of results, or operation of any particular equipment was of such an indefinite and general character in connection with any other part of the business except the advertising or merchandizing end, there would be very little possibility of the method being continued unless further evidence could be secured.

BILLPOSTERS' ASSOCIATION

So long as the use of posters was to be secured only through local individuals who controlled the general spaces devoted to such purposes, it was a very difficult matter properly to arrange for advertising by this medium in many localities. As the possibilities of national advertising or general advertising grew and the use of posters in this connection became of more and more importance, the difficulty of dealing with several thousand different people in the handling of such poster campaigns became more and more apparent, and it was evident that some other scheme was

Digitized by Google

necessary. The consideration of this matter finally led to the gathering together of all the local billposting firms into an association of billposters, with agreements covering the general use of posters in such a way that a general advertiser can now make arrangements with one representative of the billposters' association to handle all the posting which he expects to do over the entire country. The conditions governing posting service have improved very rapidly since this association was formed, as the field has been standardized to a great extent and it is possible to get showings in the different localities which more nearly represent a standard campaign.

Of late years in this country an increasing agitation has been working against the unrestricted or practically unrestricted use of billboards, on account of disfigurements of the landscape, and their alleged nuisance and sometimes damage in cities. There seems to be a slightly growing opinion on the part of a small section of the population against this use of signs and billboards without any restrictions whatsoever upon their size, upon the number or upon the character. From time to time ordinances have been introduced in various civic bodies designed to regulate this part of advertising and there is little doubt that at some time or other the use of billboards or out-door signs will be subject to strict regulation as to size and location.

In some of the European countries, particularly in Germany, the limitation of posters in cities has been carried out to a considerable extent, so that all posters are of uniform size, practically the size of a one-sheet poster, and the spaces reserved for them are comparatively few and carefully designated. These regulations have had one effect which has been of more ad-

Digitized by Google

vantage than any other, and that is, the necessity of accomplishing by artistic work what has heretofore been accomplished in this country largely by size of poster. The uniformity of size naturally made it impossible for the artist to secure any advantage in that direction and only the study of the poster by competent artists made it possible for the advertising value to be secured therefrom. In all the European countries, but particularly in Germany, France and England, the poster artist is an artist of established reputation who has made a study of poster work just as another artist has studied mural decoration or portrait work. As a consequence the European posters are a delight to the eye and as interesting from an artistic standpoint as they are apparently effective from an advertising one. The boasted developments of American advertising so often supposed to be many years in advance of Europe, are not at all exhibited in the character of the poster work done in this country, as there is rarely anything secured in the poster line which takes account of the underlying artistic requirements of the proposition.

ELECTRIC SIGNS

As a development of out-door advertising coincident with the increased knowledge of illumination and the possibilities inherent in electric lighting, the advertiser has taken advantage of the evening life of towns and cities to extend his advertising influence over the streets to a time when the ordinary sign or poster is invisible. Electric signs are the most recent development in out-door advertising and by all odds the most spectacular. Broadway, New York, from 23rd Street to 59th Street would be scarcely as well lighted as the

Digitized by Google

principal street of many much smaller cities were it not for the large number of advertising electric signs which make up for the deficiency. The electric sign at first merely spelled out in electric light the name of the article or firm that was being exploited. Competition in attention, however, created the necessity for moving characters in such signs until some of the most spectacular are exceedingly complicated in design and furnish an enormous number of movements. The movements are, of course, secured by succeeding contacts produced by a revolving "Flasher," as it is termed, so that different bulbs or sections light up at different periods. This demand for spectacular movement reached such a stage that coöperative signs have been built employing complicated designs and scenery with the different advertisers appearing above. The sign called the "Leaders of the World" was probably the most prominent of these, the spectacular part of the sign showing a chariot race and a panel above giving the names of the different advertisers.

Digitized by Google

CHAPTER XXXIV

MANUFACTURER'S AIDS TO DEALERS

General purpose — Window displays — Store cards — Demonstrations and samples — Booklets and other printed matter for distribution by the dealer.

GENERAL PURPOSE

In connection with the manufacturer's work in establishing a trade-mark or a brand, and in individuality of his service to the consumer who buys his materials for the most part from dealers, the manufacturer has naturally examined the retail situation to some extent and discovered that his work did not cease with the bringing of the goods to the consumer in his own advertising, but that he could further his purpose by dealing with the distributor and aiding the distributor in securing larger benefit from the general advertising by using some of the particular advertising media which the manufacturer was prepared to furnish him. There is no doubt that this has been and is an important part in the advertising scheme for any manufacturer, but the situation becomes more and more difficult as the manufacturers in all lines try to impress upon the dealer the necessity for using all the particular "dealer's aids" as they are called, which they are prepared to furnish.

Dealers who are handling many hundreds of products are naturally unable to consider in such a way more than a few of these products, and the conse-

Digitized by Google

quence is that in the general awakening to the power and possibility of the dealer, the manufacturers swamped him with so much material presumably intended to aid in his service, that he has become calloused to its possibilities. Furthermore, so much of this material has been but remotely connected with his work that he has been in many cases antagonized instead of aided. Where there has been some service beside the manufacturer's suggestions to the dealer, and where these helps were put up in such a way that they were readily understood by the dealer, no difficulty has been found in securing the dealer's coöperation in the use of them.

There are, of course, many limitations attached to the use of the advertising material specially intended for the service of the dealer. These limitations are partly connected with the extent of competition along these lines, the competition in such cases existing between all manufacturers reaching the same dealer, rather than between manufacturers selling the same kind of goods. They are partly connected with the situation of the dealer, partly with the diversity of products which he sells, and partly with the character of the material which is offered to him. It is obvious that only a certain proportion of the dealers in any one line of business will be interested in any special offer or any special methods of increasing the trade. And it is equally obvious that the attempt to interest the dealer in service schemes of various kinds may if it is carried out to the fullest degree result in the limitation of the value of all such methods, because of the multiplicity of the demands. The possibilities of useful service lie in the supply of material which is intended to increase the value of the store itself in the

Digitized by Google

eyes of the customers, which is intended to increase the use of the product by direct application of the store principles or which is intended to increase the efficiency of the dealer by extending his own information in regard to the possibilities of his trade.

While it is obvious that these are permanent functions inasmuch as no class of business will be able to round out all its opportunities at the same time, it is equally obvious that the operation details in the execution of the performance of such functions will constantly change, as the dealer in regard to his position and information changes, so that he becomes more discriminating in the use and more insistent in the requirement of such service.

WINDOW DISPLAYS

The most obvious and consequently the most highly developed service of the manufacturer to the dealer in aiding the distribution of his own goods has been in the matter of window displays. While, of course, the larger dealers have their own window display departments, experts in the planning of attractive and suggestive windows, the thousands of dealers in the more important retail lines scattered through the country are in general without any definite policy on this matter, and consequently can be served by the offer of window display of various manufacturers. The same situation is arising, however, in this connection that has arisen in a good many other items which form part of the manufacturer's service to the dealer. Where the dealer once had no aid in the matter of window display and concluded to stock as much as possible of his goods in the window and let it go at that, he is now confronted with an embarrassment of riches in that there are many

Digitized by Google

manufacturers prepared to offer him service of this kind, and it becomes impossible for him to use more than a small percentage of the service that he can get. This means that the competition is becoming constantly keener, the window display arrangements becoming more expensive, so that some manufacturers of products of general use carry their own window trimming crews; and it also means that the conditions in the future in respect to this kind of service will probably change materially, imposing upon the manufacturer conditions which are somewhat more burdensome than those obtaining to-day.

Of course, it is true that the manufacturer of a product with the possibility of reproducing hundreds of window displays at a time, with the possibility of securing the best service along these lines, is in a position to make window displays for the use of the dealer which are far ahead of anything the dealer could secure himself. The trouble is that the manufacturer has been so lavish with this service, getting it to those who do not want it and pressing it upon those who are reluctant, that the value of the service is not understood very thoroughly by the retailer to-day, and it is only the few unusual suggestions which receive the attention they merit. Nevertheless, the use of the dealer's window forms such an important part of the manufacturer's advertising and the sale to the consumer, that this condition of affairs results in imposing upon the manufacturer a greater necessity for originality and completeness of service. It is obvious that he cannot do without the window display and that he must find means of inducing the dealer to carry out his suggestions in this regard, and make use of the display material supplied.

Digitized by Google

All retailers handle a great many varieties of products so that it is impossible to bring before the minds of the customers the possibilities existing each day to increase the individual purchase. It is necessary, therefore, for the store to call certain things to the attention of the customer so that these individual items impress themselves on the mind and insure possibility in purchases which might otherwise have been neglected. The custom of drawing attention to particular items by the use of cards is an old one, and it was not long after the manufacturer began to impress his trade-mark on the consumer that he appreciated the value of the store card in suggesting to the retailer's customer goods of his brand. He began, therefore, to supply the dealer with store cards for his use which would draw attention to the product and at the same time advertise the trade-mark. Competition has developed this method so that the dealer suffers from an over supply of store cards, as he does of most advertising matter. The consequence is that his use of store cards becomes a matter of choice of methods that are brought to his attention and of the applicability of the store card to his business. It has developed, therefore, that the manufacturer has extended the store card service so that it not only draws attention to particular products but can be used in explaining the character of the service or in acting as one of the prominent directions. Thus Coca-Cola issues store cards to the druggists who have soda fountains, "Get your soda check at the cashier's desk" with Coca-Cola advertising underneath. Several other pertinent store directions are used by the same firm in

Digitized by Google

connection with their store cards. The following paragraph from an article in *Printer's Ink* of August 21, 1913, regarding the desirable quality of store cards and other matter, from the pen of a wide-awake dealer, is a good statement as to the kind of material which the present day dealer requires from the manufacturer:

Many specimens of the matter sent to the dealer for his use are of such a fantastic design or shape that he does not care to use them. Airships to be suspended from the ceiling and Dutch windmills to be stood upon the counter and all that sort of stuff will be immediately scrapped by the sensible retailer. Cut-outs, if well done, are popular for window displays. Many of them, however, are poorly executed and are too large for convenient use. I have just seen a cut-out showing a boy and a dog, from the makers of K. & E. Boys' Romper and Blouses, that is very effective. It is neat, beautifully executed, and of a size that is practical for a variety of uses. That cut-out will be kept at work until it becomes shabby from handling. The carton and cut-out window exhibits sent out to the grocery trade are, with few exceptions, excellent, but they never should be sent without an order. Don't these advertisers know that three-quarters of their expensive displays are never used? A show card that looks like a crazy quilt does not appeal to the average dealer. I have one before me measuring 12x5 from the Ambrosia Chocolate Company, that contains nearly a dozen different kinds of type and as many different sizes. That card will mar any display with which it is used. If it were about a third the size, and printed neatly, it would make an excellent price card. Why advertisers go to the expense of getting up freakish selling helps is one of the great unsolved mysteries. Matter prepared with the evident intentions of being "clever" usually falls short of its aim. The keynote of the effective circular or sign, or whatever it is, is simplicity and not cleverness.

Digitized by Google

Store cards are valuable to the manufacturer and of importance to the dealer provided they can be arranged so as to perform real service to the store in general beside advertising the trade-mark of the manufacturer who supplies them.

DEMONSTRATIONS AND SAMPLES

In respect to many lines of merchandise, particularly those connected with the household or with matters more or less personal—with styles of clothing, etc., demonstration adds such a large value to the display by its showing of the possibilities of the goods that this method is of the utmost importance, particularly in connection with the introduction of products of general consumption, which readily lend themselves to such a means of exploitation.

There are, of course, so many articles in general consumption, the uses of which are so self-evident and the individual differences of so little importance, that they cannot be acceptably demonstrated. There are, furthermore, many products which would offer no attractive display from the demonstration standpoint although it would be perfectly feasible to demonstrate their actual use.

Where an improvement has been made in an existing product or where the purposes of a product are not obvious from its appearance, the demonstration is of considerable importance in the introduction of such a product to the customers of a store. Of course, in some lines of goods, particularly in women's wear, demonstration is a regular part of the business and would not be omitted from the consideration of sales methods under any circumstances. The advantage to the store keeper of demonstrations wherever they are

Digitized by Google

possible is obvious. Goods actually in use are attractive, they spell activity, they give opportunities for comment, criticism, for suggestion, which are impossible with displays only and their addition to the buying impulse is most important. It is probable that the demonstration of the possibilities in electric cooking utensils has had more to do with progress along these lines than any other single feature of the work done by manufacturers of such appliances.

The inertia against new things is particularly strong in household affairs, and especially with household equipment, so that in such cases demonstration at times represents the only possibility of turning interest into action. Wherever demonstration can be adequately made, wherever the possibilities of sale will permit it, and where the demonstration itself will add something to the known value of the product by its further explanation, it is a part of the manufacturer's work with the dealer which should by no means be overlooked.

Where it is impossible to demonstrate to the consumer of the product the service which will be rendered by it, the next most definite way of convincing the consumer is to give him an opportunity to use the product itself. This consists of demonstration by the use of sampling and is a part of practically every advertising method adopted by manufacturers of goods which are consumed generally and which can be tested in small quantities. In combination with most other methods of advertising, however, this method has been worked to such a point that the sampling must not only be done but it must be done in such a way as to draw attention to the product in order to have it work out to the highest efficiency. The value

Digitized by Google

of samples in demonstrations depends upon the visual and concrete items upon which the possible or prospective customer can concentrate. After all, spoken language is something which is easy to hear without paying attention to, and written language only a little less so. Operations conducted before one's eyes, however, because of their action and the curiosity aroused by such action, have a tendency to automatically concentrate the minds upon such demonstrations; and the presence of a concrete object has something of the same tendency. It would be readily understood that a superfluity of samples or of demonstration might defeat their own purposes, because the mind would refuse to concentrate upon so many different propositions, selecting those which are presented in such a way as to impress themselves more readily upon it.

In sampling, because of its expense and because of the large possibilities of waste, the method which is adopted is of the utmost importance, and it may be said that provided the product lends itself to sampling, the wisdom of sampling depends not upon the advantage of presenting some of the product, but upon the method by which this is accomplished.

BOOKLETS AND OTHER PRINTED MATTER, FOR DISTRIBUTION BY THE DEALER

The retailer sends out a great many parcels, some letters and a good many bills. He is very willing and anxious to distribute with these parcels and this correspondence printed matter of the right kind. That there is an enormous amount of waste in connection with such printed matter is evidenced by the statement made in an article from *System* by Mr. George

Digitized by Google

L. Lewis who was granted opportunity to sift the waste paper baskets of a number of dealers.

"To-day, for instance," he said, "thirty-two pieces of third-class matter have been received. Of these, here are three on my desk; the rest are in the waste basket. Probably in those thirty-two cards and circulars every available article that we sell in the store is represented. But of that number of different manufacturers and wholesalers only three really got my attention. Those three offer to send at their expense, without throwing any responsibility on me whatever, samples of the goods they make—the entire article, mind you—not parts or samples of goods.

"A waist manufacturer is willing to send prepaid a new blouse, a novelty in design and pattern, so I can actually see it and feel it and examine it here at my leisure. So also are the offers of a maker of hair goods. All the others, in various ways, want us to give orders, write for an appointment with salesmen, or fill out postal cards with all sorts of specifications. Well, I can't bother with them."

"Then," Mr. Lewis goes on, "I called on another retailer, a clothier, just as he was sorting his mail. It was interesting to note how carefully he opened and laid aside for future reference all first-class matter, and how, after a glance, he threw away most of the third-class stuff. This instance, and quite a number like it, show that mail is usually opened with just about the same consideration as the sender gives to it. First-class sealed matter under two cent postage, is considered with triple, not double, the attention that third-class matter receives.

"A very small portion, my inquiry showed, only four and one-half per cent. of third-class matter reaches the active buyers of the various departments. Each day's mail at these big stores is opened and sorted by a staff of girls who place the letters, circulars, or cards in separate baskets, designated for the various department heads. In addition, I found that incoming mail passed through the hands of each buyer's

Digitized by Google

stenographer or secretary or assistant before it reached his desk. When the mail does reach him, it is generally bared of any third-class matter. With the exception of some card or circular that is usually attractive or clever in its physical makeup, very few appeals of this nature find a place on the buyer's blotter."

These evidences go to show what has been stated from time to time, that lack of consideration as to the dealer's possible use of material, lack of any attempt to fit the material to the dealer's needs, and lack of consideration for his already busy hours, result in the waste of by far the largest part of the printed matter which goes out from the manufacturer's office.

It is inevitable that the receipt of so much matter by the dealer should result in his tendency to avoid the mass of it if not all of it. If it is possible for a dealer in the course of four months to throw away 2400 pounds of advertising matter after he has picked out all he can use of it, it is evident that present methods of distributing to the dealer are not as efficient as they should be. All the progressive dealers who have written and talked upon the subject, insist upon the desirability of limiting all printed matter distributed to the dealer to those items which he requests, stating that he will request as a general rule a supply of those things for which he has any use. The difficulties mentioned in connection with printed matter to the dealer and for his use are:

1. That much of it talks *at* the dealer or his customer instead of *to* him.
2. That a large part of it is not calculated to fit in with the ideas or service of the store.
3. That it is sent many times in such odd shapes that it cannot readily be mailed.

Digitized by Google

4. That it frequently contains nothing of service from a store standpoint or as advertising the store to the customer.

In other words, the manufacturer has been, up to the present, viewing the dealer simply as an outlet for his goods instead of a distributor who has thousands of lines to take care of and who can give attention to only a few of these lines. Since he must choose and discriminate for the benefit of his own business he looks at all such manufacturer's helps from the value which their use would give him, rather than from the manufacturer's standpoint in his desire to move a maximum quantity of goods.

Digitized by Google

PART VI

PLANNING THE CAMPAIGN

Digitized by Google

Digitized by Google

CHAPTER XXXV

DETERMINING WHAT TO SPEND

General policy — Preliminary investigation — Competitive statistics — Consumer and dealer — Choice of media — Circulation analysis — Dealers' investigation.

GENERAL POLICY

In the previous chapters in this book, the principles, and the detailed application of those principles in respect to each branch of the advertising field, have been fully considered. All the preparatory work has been determined upon which an advertising campaign must be projected if it is to assume the efficiency compatible with present knowledge of the equipment and the requirements.

The application of the principles involved, to the detailed operations and analysis of any particular branch of advertising, is a somewhat different matter from the correlation of all these branches in the working out of a general campaign. It is necessary, therefore, to go beyond the work which has been done so far and bring these matters into relation with each other and the place which they will take in the actual planning and operation of an advertising campaign in connection with the business.

At the outset it should be understood that in most conditions in actual business the problem presented in connection with the working out of an advertising

Digitized by Google

campaign is modified by the previous traditions of the business, by its already determined policy, by its limitations of manufacture, and by the personal equation which enters into any decision of an important character. As a consequence of these modifications, the problem in practice is never quite so simple a matter as the hypothetical consideration of it, where many factors must be assumed.

Following is an account of an actual campaign which was worked out in connection with an automobile accessory. Obviously, in a case of this kind, it is impossible to give the actual figures, but these are unnecessary to show the way in which the campaign was developed and the way in which the use of the principles in connection with the campaign aided in securing high efficiency. The figures and the actual conditions of preliminary investigation will, of course, vary with each particular business and the circumstances of that business. Furthermore, the conduct of the campaign itself and the character of its operation would be very materially changed by the character of the industry and by the one of the three following classes into which it falls:

1. Mail order.
2. Technical product direct to consumer.
3. General product, going through dealer or jobber and dealer.

It is obvious that in the first case, the mail order, the advertising being the whole operation, no consideration of any other sales problem is involved, and none of the extensive operations required for the development of the sales organization and the aid to the distributor need be included in this consideration.

Furthermore, the effect of the advertising is not a

Digitized by Google

good-will matter merely or an influence of public opinion, but is a sales-closing proposition in which each advertisement must close the business and close it at the proper price. These limitations and requirements govern the investigation of the operation to such an extent that they vary materially from the other two. In a technical product—that is, a product used either for occupational purposes or in connection with an industry where the goods are sold direct to the consumer and to one technically expert in their values—the sales conditions, the requirement of tests and service, and the elimination of distributors govern the investigation and operation to the automatic limitation of the number of avenues to be used and the character of the sales argument to be developed.

The case which will be considered in these chapters has been taken from No. 3, where the goods go through the distributors' hands and where they are of fairly general use. This has been done because this case represents the most frequent and important advertising condition, and because it requires the consideration of practically all avenues of publicity and organization in connection with the work.

PRELIMINARY INVESTIGATION

Inasmuch as this product has to be used on a pleasure or commercial automobile, motor cycle, or motor boat, the consumption statistics were secured in the following way:

(a) From a development of the number of motor cars in each state as shown in the registrations.

(b) From a development of the number of motor cyles in a similar way.

Digitized by Google

(c) From a consideration of the output of the motor boat factories and the number of marine motors in use, developed through the registration of members of various motor boat clubs, the statistics available from factories and the investigation of the picked localities.

It was found that at the time of this investigation there were approximately 500,000 motor cars, 200,000 motor cycles, and 250,000 motor boats in the territory which the organization expected to cover, that is, territory east of the Rocky Mountains.

The disposition of the cars in accordance with the branches of the company were shown to be as follows:

New York	140,000
New England	75,000
Philadelphia	70,000
Norfolk	4,470
Chicago	185,000
Dallas	4,000
Houston	3,000
Oklahoma City	2,200
Atlanta	10,000
El Paso	1,000
New Orleans	5,200
Denver	11,306

The subdivision of motor cycles and of motor boats was made in the same way and apportioned to each branch.

After taking the number of cars, motor cycles, and motor boats, a careful estimate was made of the possible yearly sales volume to each from the standpoint of money value. Then the present output of the factory was taken and compared with the possible volume in the territory in each branch. It was found that

Digitized by Google

about two per cent. of the business generally was being secured and that about ten per cent. could be handled by the factory working at its fullest capacity.

A further analysis was then made by taking the total number of cars, motor cycles, and motor boats in the territory covered by each branch and developing the amount in money represented by the total volume of sales in that territory. This amount was divided by the total area in square miles, so that a definite volume per square mile of total business in the commodity was secured. This illustrated the point that the number of cars in some of the agricultural territories was so small and the cars themselves so widely scattered that all the business required to bring the output of the factories up to its greatest possible capacity could be secured in the more thickly settled branches.

Sales efforts in connection with this particular automobile accessory were held over in the district covered by four of the branches, except as the business was automatically produced as an incident of the sale of other products.

COMPETITIVE STATISTICS

A careful investigation was made of competitive conditions, and it was discovered that there were eight principal competitors engaged in practically a national business. Of these competitors the largest had 30 per cent., three others, 15 per cent., one 10 per cent., two 5 per cent., the lowest of the eight being 2 per cent., and the rest of the business being divided among more or less local efforts.

Further analysis of the competitive situation showed:

Digitized by Google

1. That the largest business was held by the firm whose product was most extensively and thoroughly advertised.
2. That the distributing facilities entered very considerably into the matter of sales volume.
3. That the general reputation of the concern and prompt service were important factors as well as the quality of the goods.

This investigation developed also, particularly as to the advertising sales policy:

1. That those competitors who had secured the most business protected the dealer, instituted some sort of training for the sales force and used a satisfaction guarantee of some kind.
2. The advertising of all competitors showed the use of practically the same arguments.
3. Very little effort had been made to establish individuality in connection with the value of the product, individuality having been derived from package, trade-mark and the other accessories.

In respect to the product itself, this investigation showed that the output of a number of the largest competitors was of practically equal value from a technical standpoint. Further, that a large proportion of the material was sold without identification to the ultimate consumer, and the dealer influence was consequently very great. This had evidently affected prices, as prices were by no means standard, and there was not only a great deal of fluctuation but a great deal of difference between competitors as to price.

If the student will refer to Chapter III and the factors which enter into preliminary investigation and take the principles enunciated in that chapter, comparing them with the preliminary investigation as

Digitized by Google

stated, he will find illustrated in this case the advantage and the value in the application of the principles considered in that chapter.

After this preliminary investigation had been concluded, the necessary step to be taken was the consideration of the sales argument and atmosphere to go behind the copy and the choice of media to be used.

CONSUMER AND DEALER

In considering the sales arguments to go behind the copy, it was necessary to study the consumer and the dealer. Investigation disclosed the fact that only a small percentage of the consumers actually insisted upon securing a certain brand of material, the majority of them evidently being influenced more by the convenience of buying.

Further investigation disclosed the fact that while there was a good market for a high-priced material, such as was being considered in this campaign, a very large number of dealers were buying mainly on price, with the exception that prompt service on delivery was of considerable importance.

A study of the consumer showed that there were about 10 per cent. to 12 per cent. of users who were intimately interested in every detail in the running of the car or boat, to such an extent that every item which entered into its production or up-keep was discussed and of importance to them; that about 30 per cent. paid considerable attention to the buying of supplies and equipment for the car and could be induced to insist upon one item or another when the importance of the item could be sufficiently illustrated; and that a considerable portion of the users were not particularly concerned with anything in the way of accessories, so

Digitized by Google

long as the car ran properly and the charges were not unduly large.

Thus, there were the keen lovers of motoring or motor boating who, either from necessity or pleasure, demanded the best of service and were sufficiently interested in that demand to investigate the requirements of such service; a larger proportion of the users who, while enjoying the pleasure and being to an extent interested in producing the best service out of the motor, were not willing to study to any great extent or to wade through the technical matter necessary to keep up with all the requirements; and about 50 per cent. who were only interested in the car as a convenience, to be dismissed from the mind so long as it fulfilled its purpose without any serious mishap.

Investigation was made of the product itself, and the values which the manufacturing end of the business placed upon it in comparison with competitive materials. In the course of this investigation two outstanding items of individuality were brought to the advertising man's attention, which indicated the possibility of increasing economy by the use of the material. Sufficient tests had been made and sufficient testimony received from customers amply to prove this condition. From the investigations and consideration of the matter, it was decided that the sales argument should have the following fundamental ideas behind it:

1. The atmosphere of the copy should indicate the addition to pleasure to be secured from the use of the motor.
2. The copy should be arranged to link this pleasure with the human interest of the motorist, and finally,

Digitized by Google

3. The evidence should sup
nically prove the cl

Students should consider in
chapters up to the analysis
vertisements in the division
in Advertising.

CHOICE OF

The choice of the media fo
sidered on the basis of preli
condition of the consumer, a
ment to be employed.

A further study of condit
sideration of the matter deve
motorists was only a very sm
lation, that the individual
reached only a very small per
ber of motorists, and that
every type from the standpoi
taste and other type divis
quickly eliminated because of
tached to dealing with so la
population to secure the atte
ber, with the additional cons
the larger cities, the motorist
street cars.

The number of branches an
tribution already secured by
necessary to consider an adv
parts of the company's terr
with the sales work and orga

The small part of the popu
particular commodity, the sm

Digitized by Google

Consumer comfort advertising (general magazine)

Digitized by Google

must measure his success; but the intelligent use of experience and the appreciation of the necessity of experience thoroughly analyzed is as much a part of his success as anything else.

The textbook is the point of departure for the man who desires to add his mite of progress to the gain in scientific knowledge; as such it can cover only what has been discovered and then only in general terms. The application of the things already known and the definition of the new things to come depend upon the student himself, his analysis of the principles contained in the written knowledge and his more careful analysis of the new things which experience will bring within his ken.

Digitized by Google

INDEX

Action, stimulating, 167
Advantages and disadvantages of newspaper advertising, 495
Advertisement
  arrangement and form, 103, 129
  attention and memory devices, 121
  classification of, 89, 93
  color, 103
  form and arrangement, 103
  functions of, 165
  intensity, 125
  motion, 125
  novelty, 127
  ornament in, 385–400
  pictures, 127
  position, 122
  pulling power, 138
  repetition, 125
  size of, 121
  white space, 124
  words of, 103
Advertising
  advantages and disadvantages of newspaper, 495
  agencies, 433–442
    advantages of, 439
    departments of, 435
    duties, 433
    evolution of, 436
    functions of, 434
    position of, in field, 433
    service department, 434, 437
      classification of, 437
      economical distribution, 438
      rates, 438
      selling ideas, 438
    weaknesses, 440
  a new science, 316
  as a control, 16
  beginnings of in periodical media, 470
  booklets, etc., 531
  censorship, 474
  community needs and, 72
  contracts, 479
Advertising.—Continued.
  cost per unit per 1,000 allowable, 39
  determining what to spend, 537–549
  direct appeal, 73
  economic use, 40
  editorial policy and circulation, 487
  elements of display, 318
  free, value of, 472
  illustration in, 372–384
  information required before, 42
  lack of censorship in newspaper, 497
  manager, 425–433
    analytical work, 429
    artistic perception, 428
    difficulties to be surmounted, 429
    duties, 432
    editorial capacity, 427
    executive power, 430
    literary requirements, 426
    needs of, 425
    response to public appeal, 431
    where most frequent failures occur, 430
  original meaning, 54
  out-door and other forms, 515–522
  physical factors in, 423–468
  planning an actual, 537–564
  problems confronting, 56
  psycho-economic rôle of, 53
  publisher, the, 442–468
    Audit Bureau of Circulations, 447
    blank forms of Audit Bureau of Circulations, 449–468
    changed relations with advertiser, 447
    circulation of periodicals, 445
    defined, 442
    publications supported by, 444
    space and service, 444
  signs, 515, 516

Digitized by Google

Advertising.—Continued.
store cards, 527
suggestion in, 61
sworn statements, 481
territorial analysis, 482
three general divisions in planning, 45
uneconomic use, 41
unity the final test in display, 412–441
window displays, 525
Agencies, advertising, 433 442
advantages of, 439
functions, 434
service, 437
weaknesses, 440
Alternatives, eliminating in copy, 190
Analysis of circulation, 482–484, 546
Analysis of commodity, 57, 86–96
Analytical work of advertising manager, 429
Animal needs, characteristic, 65
Appeals, long circuit, 96
reflex, 93
short circuit, 96
Aptness, 295
Arousing desire by copy, 166
Arrangement of advertisement, 129
Art, some misconceptions of, 311
what it really is, 316
Artistic perception of advertising manager, 428
Associations, establishing, 97–109
importance of, 97
relative force of, 110
Atmosphere in copy, 222, 240
Attention and memory devices, 121
Attractive packages as a selling factor, 36
Audience, copy as affected by, 267–286
Audit Bureau of Circulations, 447
blank forms issued by, 449–468

Backgrounds, law of, 368
Balance in type display, 343
bi-symmetric, 344
occult, 344
solution of law of, 345
Bates, Arlo, quoted, 149
Beauty in art, 317
Bibliography of advertising, 141
Bill boards and street cars, 264
Billposters' associations, 519
Binary colors, 360
Bi-symmetric balance, 344
Blank forms issued by Audit Bureau of Circulations, 449–468
Blank space in advertisements, 342
Booklets and other printed matter, 531
Borders in advertisements, 395
Breakfast food advertisements, pulling power of, 88
Brevity, 294
Business men, copy for, 269

Calendars, 265
Campaign, planning the, 535–564
Catalogue as salesman's help, 23
Censorship, lack of, in newspaper advertising, 497
of advertising pages, 474
Circulation analysis, 482–484, 546
of periodicals, 445
Civilization increases wants, 69
Class publications, 263
periodicals, 478
Classification of advertisements, 89, 93
of human needs, 70
of instincts, 75
of media, 251
Classified advertisement, 89, 261
Coherence in copy, 175, 245
Coined words, 241
Color, 357–371
of advertisement, 103
backgrounds, law of, 368
definition of terms, 361
definition of terms: hue, 362
definition of terms: intensity, 364
definition of terms: neutralizing, 365
definition of terms: shades and tints, 362
definition of terms: value, 363
harmony, 365
defined, 365
"keying" colors, 368
likeness and contrast, 366
source and nature, 357
spectrum colors, 358
binary, 360
cheerfulness of yellow, 358
gloom of purple, 360
light and coolness of green, 360
light and heat of orange, 360
primary, 358

Digitized by Google

Color.—Continued.
spectrum colors—continued
restraint and coldness of blue, 359
warmth of red, 359
Commodity
analysis of the, 86–96
establishing connections with needs, 61
knowledge of the, 57
Community needs, 72
Comparison of salesman's and advertised statements, 16
Competition in factory output, 31
Competitive factors, estimating, 32
Competitive statistics, 541
Complete advertisement, 93
Condensation of text, expansion and, 304
Confidence, creating, 167, 490
Connections between commodity and needs, 61
Consumer, requirements of, 24
Consumer, value of advertising to, 25
and dealer, 543
Consumption of factory output, 29
Consumption statistics in actual practice, 539
Contiguity, law of, 98
Contracts for advertising, 479
Control, advertising as a, 16
Copy as affected by audience, 267–286
for business men, 269
for farmers, 274
personal point of view, 275
reason appeal, 274
for technical men, 271
professional copy, 272
trade paper copy, 272
for women, 277
bargains and premiums, 280
"getting across," 267
class characteristics, 268
miscellaneous copy problems, 283
Copy as affected by display, 287–307
aptness, 295
brevity, 294
expansion and condensation of text, 304
rules for condensing, 307
factors that attract, 289
illustrations, 290
reputation of firm, 289
headlines, 293
Copy.—Continued.
inquiry copy, 291
mail-order type, 291
interesting, 297
self-interest, 298
originality, 297
publicity copy, 290
relative importance of display and text, 287
harmony, 288
three methods, 287
specific, 295
tying up display lines to text, 300
harmony, 303
tying up text with illustrations, 303
type-display, 292
Copy as affected by media, 251–266
calendars, 265
class publications, 263
classification of media, 251
general magazines and weeklies, 262
long life of advertisements, 262
newspapers—classified advertisements, 261
newspapers—department store advertising, 256
bargain appeal, 256
news interest, 256
newspapers—national advertisements, 253
assertion, 254
continuity of impression, 254
newspapers—small retail stores, 260
human interest, 260
programs, 265
street cars and bill boards, 264
copy must be brief, 264
valuable as stimulus, 264
Copy, human-interest, 204–225
direct appeals to senses, 209
wrong methods, 211
dramatic form, 217
monolog and dialog, 218
emotions, direct appeals to, 216
emotions, direct appeals to inspirational type, 216
how suggestion works, 206
paraphrasing, 206
words and acts of others, 207
imitation, 213
restraint, 215

Digitized by Google

Copy.—Continued.
purposes and methods, 204
sentiment and sentimentality, 220
story form, 218
when appropriate, 208
classification of articles, 208
price as a factor, 209
Copy, literary and artistic aspects of, 103
Copy, nature and purpose of advertising, 145
distinction from other forms of composition, 146
impression and expression, 148
use of good English, 147
essential qualities of, 155
distinctiveness, 160
economy, 155
relation to other parts of advertising, 145
relation to personal selling, 154
adjusting to the mass, 155
style in, 149
Copy, reason-why, 186–203
atmosphere, 222
choice, narrowing the, 191
deductive reasoning, 196
dangers of, 197
eliminating alternatives, 190
"substitute" copy, 191
evidence, 192
experience and knowledge, 194
record, 196
testimony, 194
inductive appeal, 200
nature of, 186
negative appeals, 222
point of view, 201
"you" attitude, 201
process of deliberation, 188
"predicament" method, 189
style and tone, 202
argumentative copy, 202
long advertisements, 202
persuasive copy, 202
uses of, 186
classification, 187
Copy service of technical journals, 512
Copy, smaller units of advertising, 226–250
adaptation to reader, 229
sectional and class differences, 229
atmosphere, 240
coherence, 245
Copy.—Continued.
balanced sentence, 245
coördination, 246
parallel construction, 245
coined words, 241
emphasis, 246
climax, 248
periodic sentence, 247
exactness, 232
figurative language, 234
good use, 227
paragraphs, 248
principles of, 249
sentence unity, 242
sentence unity idioms, 242
pedantic phrases, 242
short sentences, 244
sound, 235
suggestion, 235
technique in advertising, 226
tone-color, 236
classification, 236
Copy, structural principles of, 165
arousing desire, 166
"talking-points," 167
attraction, 165
coherence, 175
climatic order, 178
connectives, 180
descriptive order, 178
narrative order, 178
creating confidence, 167
emphasis, 182
display, 182
proportion, 185
functions of advertisement, 165
stimulating action, 167
unity, 170
Copy, writing the, and considering returns, 550–564
consumer, factors governing advertising to, 550
copy returns, 557
dealer, factors governing advertising to, 553
general returns, 559
material, arrangement, 553
psychological investigations, 557
Curiosity, instinct of, 78

Dealer, economic effect of advertising on, 24
Dealer, manufacturer's aids to, 523–534
Decoration, 322
contrasted with ornament, 385
Decorative illustration, 378

Digitized by Google

Deductive reasoning, 196
Definite functions of advertising, 19
Definiteness of the printed word, 16
Definition, difficulty of, 7
Deliberation, process of, 188
Demonstrations and samples, 529
Department store advertising, 256
Determining what to spend, 537–549
  circulation analysis, 546
  competitive statistics, 541
  consumer and dealer, 543
    final analysis, 544
    sales arguments, 543
  dealers' investigation, 548
    media, apportionment among, 549
  general policy, 537
    classification of campaign factors, 538
  media, choice of, 545
  preliminary investigation, 539
    consumption statistics, 539
Developing territory, 28
Dialect notes, quoted, 134
Direct appeal, 73
  to emotions, 216
  to senses, 209
Display, copy as affected by, 287–307
Display, functions and elements of, 311–328
  art, some misconceptions of, 311
  definition, 311
  elements of advertising, 318
    color, 319
    decoration and ornamentation compared, 322
    fitness in decoration, 323
    form, importance of, 325
    illustration, 320
    ornament, 321
    texture, 324
    type, 323
  use of display, 326
  what art really is, 316
Display lines, tying up to text, 300
Display, relative importance of text and, 287
Distances, law of, 339
Distribution, advertising a part of, 53
Distribution of products, methods of, 18
Dramatic form of copy writing, 217
Duties of advertising manager, 432

Early problems, 4, 5
Economic distribution factor, 18
Economic effects of advertising, 22
  on dealer and jobber, 24
Economic factors in advertising, 27
Economic necessity of form and arrangement, 420
Economic use of advertising, 40
Economy of advertising over salesmen, 17
Editorial capacity of advertising manager, 427
Editorial policy and circulation, 487
Efficiency of advertising, 9
Electric signs, 521
Elements of advertising display, 318
Emotions, chief human, 75
  direct appeals to, 216
  suggestive list of instincts and, 79
Emphasis in copy, 182, 246, 353
  through color or tone, 354
  through contrast, 354
  through shape change, 353
  through type change, 353
English, use of good, in copy writing, 147
Establishing associations, 97–109
Estimating competitive factors, 32
Euphony, rules of, 104
Evidence in "reason-why" copy, 192
Evolution of instincts, 68
Exactness in copy, 232
Executive powers of advertising manager, 430
Expansion and condensation of text, 304

Factors on which advertising depends, 27
Factors that attract, 289
Factory
  advertising as sales organization of, 28
  advertising value of package, 37
  consumption of output, 29, 31
  developing territory, 28
  economic use of advertising, 40

Digitized by Google

Factory.—Continued.
estimating competitive factors, 32
ideal trade conditions for, 29
individual purchase as index of sales, 37
information needed before advertising, 42
marketing in relation to competition and consumption, 45
marketing product, bearing of prices on, 33
market requirements, analysis of, 43
number of annual individual purchases of product, 39
organization and output, 27
packages as a factor in disposing of output, 35
prices, bearing of on market, 33
production in relation to competition and consumption, 45
sales and advertising organization, 46
size of package as factor in sales, 38
square-mile basis of consumption of output, 32
staples, when advertising does not affect sales, 41
three general divisions in planning advertising, 45
uneconomic advertising, 41
unit basis of consumption of output, 32
unit system of advertising, 39
Farmers, copy for, 274
Farm journals, 477
Feeling-tone, law of, 101
sources, 108
Field and functions of magazines, 502
Fitness in decoration, 323
Form and arrangement in advertisements, 420
Form, principles of, 329–356
balance, 343
bi-symmetric, 344
law of, solution, 345
occult, 344
emphasis, 353
through change in shape, 353
through change of type, 353
through color or tone, 354
through contrast, 354
importance and meaning, 329
Form.—Continued.
movement, 347
defined, 349
how obtained, 349
rhythmic, 351
structural, 351
shapes and sizes, consistent, 336
balance and optical center, 337
blank space, 342
law of distances, 339
law of optics, 339
mechanical divisions, avoidance of, 339
proportion, Greek law of, 341
structural unity consistent, 330
foundation, 334
paragraph indention, 331
"Forward associations," 98
Free advertising and its value, 472
Frohman, Daniel, quoted, 113
Function of display, 326
Function of the newspaper, 492
Fusion color of advertisement, 103
form and arrangement of advertisement, 103
law of, 102
typography a factor in, 105
words of advertisement, 103

General magazines, 476, 500
and weeklies, 262
"Getting across," 267
Good usage in writing copy, 227
Greek law of proportion, 341

Handbook of Business English, ref., 250
Hand-made type, 405
Harmony
in color, 365
Head lines, 293
Head pieces as ornament, 399
Historic and modern type, 407
History of advertising, 3
History of periodical media, 469
Hollingsworth, Professor, ref., 504
Human instincts, needs and emotions, 75–85
Human-interest copy, 204–225
when appropriate, 208

Ideal trade conditions for factory, 29
Ideas, sequence of, necessity of proper, 99
Illustration, 372–384
decorative, 378

Digitized by Google

Illustration.—Continued.
function of, 374
congruity between text and, 375
naturalistic, definition of, 377
place in advertising, 372
relation to other elements, 379
space devoted to, 380
summary of functions, 382
atmosphere, 384
general appeal, 382
human appeal, 382
suggestion, 382
when to use, 373
Illustrations, tying up text with, 303
Imitation, 213
Impression, securing permanence of, 127
securing vividness of, 121
Individual instincts, 28
Individual purchase as index in factory sales, 37
number per year, 39
Inductive appeal, 200
Information required before advertising, 42
Initials in ornamentation, 397
relation to other type, 409
Inquiry copy, 291
Instincts, and emotions, suggestive list of, 79
chief human, 75
classification of human, 75
curiosity, 78
individual, 78
racial, 78
relative strength of interests and, 83
social, 78
special human, 76
Interest, 297
devices to retain, 127
arrangement, 129
color, 128
comic situations, 129
novelty, 127
pictures and illustrations, 127
relative strength of instincts and, 83
Italics, use and abuse of, 409

Jewelry advertisements, pulling power of, 89
Jobber, economic effect of advertising on, 24
value of advertising to, 25

Laboratory method, practical tests, 137
Law of contiguity, 98
of feeling tone, 101
of fusion, 102
of sequence, 98
of suggestion, 111
Lewis, George L., quoted, 531
Limitations, general, 8
of advertising as a direct selling force, 20
of value of periodical media, 470
Lines of approach in advertising, 53
List of instincts and emotions, 79
Literary requirements of advertising manager, 426
Long circuit appeals, 96

Magazines and weeklies, 262
Magazines, technical and trade journals, 500–514
field and functions, 502
general magazines, 500
origin of, 500
value as a medium, 503
technical journals, 509
copy service, 512
special service, 513
successful, 510
value as media, 511
trade journals, 507
defined, 507
influence of, 508
value as media, 509
women's publications, 504
functions of, 504, 505
value as media, 506
Mail-order advertising, 15
Mail-order selling, 20
Making associations dynamic, 110
Manufacturer's aids to dealers, 523–534
booklets and other printed matter, 531
causes of waste, 533
demonstrations and samples, 529
when effective, 529
general purpose, 523
limitations, 524
store cards, 527
Printers' Ink, quoted, 528
window displays, 525
growing expense of, 526
Manufacturer, value of advertising to, 25

Digitized by Google

Market, knowledge of, 56
requirements, analysis of, 43
Marketing, changes in, caused by advertising, 11
cost, relation of advertising to, 21
in relation to competition and consumption, 45
Marketing factory product, bearing of prices on, 33
packages as factor in, 35
Mass appeal of advertising, value of, 22
Media, choice of, 545
Medium, copy as affected by, 251–266
Memory devices, attention and, 121
Miscellaneous copy problems, 283
Missionary value of advertising, 17
Movement, 347
definition, 349
how obtained, 349
rhythmical, 351
structural, 351
Mulhall table of repetitions, 133

Nail advertisements, pulling power of, 87
National advertising, 253
Naturalistic illustration, 377
Needs, characteristic animal, 65
chief human, 75
classification of human, 70
community, 72
of human beings, original, 65–74
of primitive men, 68
Negative appeals, 222
Newspapers, classified advertisements, 261
department store advertising, 256
national advertisements, 253
small retail stores, 260
Newspaper, field of, service, local prestige, 492–499
advantages and disadvantages, 495
function of, 492
as an index to community, 493
classes and types of readers defined, 493
lack of advertising censorship, 497
rates, lack of standardization in, 498
types of readers, 494

Occult balance, 344
"Optics, law of," 339
Organization and output, factory, 27
Original meaning of advertising, 54
Originality, 297
Ornament, 385–400
borders as, 395
functions of, 395
when ineffective, 396
decoration contrasted with, 385
decoration defined, 386
definition of, 385
head and tail pieces, 399
historic, 392
art period, 392
Gothic period, 393
Greek period, 394
initials and other applications, 397
sources of, 390
abstract, 390
conventional, 390
naturalistic, 390
Ornamentation, 322
Out-door and other forms of advertising, 265, 515–522
bill posters' associations, 519
legal regulation in Europe, 520
standardization of field, 520
electric signs, 521
historical, 515
signs, ancient, 515
indefinite values, 518
analysis of factors governing, 518
signs, influence of, 516
functions of, 517
poster, 516
Output, consumption of factory, 29
factory organization and, 27

Package, advertising value of, 37
size of as factor in sales, 38
Packages as factor in marketing factory output, 35
Paragraphs, 248
Periodical media, 469–491
advertising policy and circulation, 489
necessity of inspiring confidence, 490
censorship of advertising paper, 474
early fake advertising, 474

Digitized by Google

Periodical media.—Continued.
censorship of advertising paper.—Continued.
inconsistency of newspapers, 475
mutual efforts, 475
contracts, 479
time rates, 480
varying rates, 479
details of analysis, 483
buying power, 485
occupation, 484
position, 484
earlier circulation conditions, 481
editorial policy and circulation, 487
free advertising and its value, 472
fundamental values, 470
limitations of, 470
general division into groups, 476
class periodicals, 478
farm journals, 477
general magazines, 476
trade and technical journals, 477, 478
historical, 469
sworn statements, 481
territorial analysis, 482
Periodicals, circulation, 445
space and service, 444
Permanence of impression, securing, 127
Personal selling, relation of copy to, 154
Persuasiveness, table of, 84
application of table of, 86
Phonetics in advertisement writing, 105
Physical factors in advertising, 423–468
Pictures and illustrations in advertisement, 127
Planning the campaign, 535–564
Point of view in "reason-why" copy, 201
Position of advertisement, 122
Pound, Prof. Louise, ref., 105; quoted, 134
Preferred position of advertisement, 122
Prices, bearing of on market, 33
Primary colors, 358
Primitive men, needs of, 68
Principles of form, 329–356
Printed word, tendency to credit the, 13
Printers' Ink, ref., 7
Problems, confronting advertising, 56
Production in relation to competition and consumption, 45
Programs, 265
Proportion, Greek law of, 341
Psycho-economic rôle of advertising, 53
Psychological investigation, 557
Psychological laboratory, how to utilize, 137
Psychological needs of individuals, 67
Psychological reasons for unity, 414
Psychology of advertising, 53
Psychology of trade-marks and trade names, 132
Publicity advertisement, 89
Publicity copy, 290
Publisher, the, in advertising, 442–468
Pulling power of advertisements, 138
of breakfast food advertisements, 87
of jewelry advertisements, 89
measuring beforehand, 140
of nail advertisements, 87
table of, 139

Racial instincts, 78
Rates in advertising, 438, 479, 480
standardization, lack of, 497
Readers, types of newspaper, 494
Reason-why copy, 186–203
Recent growth, 5
Recent meaning of word "advertising," 54
Reflex appeals, 93
Reiteration, futility of mere, 97
Relative strength of instincts and interests, 83
Repetition of advertisement, 125
Responsibilities of advertising manager, 432
Retail selling, 20
Retailer, value of advertising to, 25
Returns, writing the copy and considering the, 550–564
Rule embodying ideal trade conditions, 29
Rules of euphony, 104

Sales and advertising organization, 46

Digitized by Google

Sales organization, advertising as, 28
Samples, demonstrations and, 529
Selling force, advertising as a, 20
Selling power of typewriter advertisements, 88
Senses, direct appeal to, 209
Sentence unity, 242
Sentiment and sentimentality, appeals to, 220
Sequence, comparison of effective and ineffective, 99
  law of, 98
  of ideas, necessity of proper, 99
Shape, emphasis through change of, 353
  emphasis through change to type, 353
Shapes and sizes of advertisements, 336
Short circuit appeals, 96
"Short circuit copy," 204
Signs, advertising by, 516
Size of advertisement, 121
Small retail store advertising, 260
Social instincts, 78
Space and service in periodicals, 444
Special service by technical journals, 513
Specific copy, 295
Spectrum colors, 358
Square-mile basis of factory output consumption, 32
Staples, when advertising does not affect sales, 41
Store cards, 527
Story form of copy writing, 218
Street cars and bill boards, 264
Structural and decorative types, 404
Style in advertising copy, 149
Style and tone, 202
Suggestion in advertising, 61, 206, 235
  borrowed prestige, 117
  direct, 114
  factor of internal resistance, 118
  forceful, 114
  laws of, 111
    "human nature" copy, 111
    "reason-why" copy, 111
  prestige of past success, 116
  prestige of patronage, 117
  prestige of source, 115
  prestige of space, 116
Suggestion in advertising.—Continued.
  spontaneous, 113
  unity in variety, 120
Suggestive list of instincts and emotions, 79
Summary of functions of illustration, 382
System, quoted, 531

Table of persuasiveness, 84
  application of, 86
Tail pieces as ornament, 399
Technical and trade journals, magazines and, 500–514
Technical men, copy for, 271
Technique in advertising copy, 226
Territorial analysis, 482
Text, relative importance of display and, 287
Three general divisions in planning advertising, 45
Tone-color, 236
Trade and technical journals, 477, 478, 507, 500–514
Trade-marks and trade names, psychology of, 132
Trade-marks, functions of, 132
Trade names, varieties and history, 134
Type, 401–411
  display, 292
  hand-made, 405
  historic and modern, 407
    italics, 408
  initials, relation to other type, 409
  line meanings, 401
    curved lines, 403
    lines defined, 401
    motion and rest, 402
  structural and decorative, 404
    standardized forms, 404
Types of newspaper readers, 494
Typewriter advertisements, selling power of, 88
Typography, background a factor, 107
  legibility of, 105
  lines of uniform length, 107
  rules for, in advertisements, 106
  spacing of letters, words, lines and sections, 107
  type selection, 108
  type varieties, 107
  "word form," 107

Digitized by Google

Unit basis of consumption of factory output, 32
Unit system of advertising, 39
Units of advertising copy, smaller, 226–250
Unity, in copy, 170
  consistent structural, 330
  sentence, 242
Unity—the final test in display, 412–441
  elements, selection of, 416
    form, principles of, 417
  form and arrangement, 420
  of idea, 412
    factors entering, 413
    results as a test, 412
    unit defined, 412
  psychological reasons for, 414
    multiplicity of ideas, 414
    relationship between ideas, 416
Unscrupulous advertising, 474
Uses of advertising, 15

Value of advertising to manufacturer, jobber and retailer, 25

Weaknesses of advertising agencies, 440
White space in advertisement, 124
Window displays, 525
Women, copy that appeals to, 277
Women's magazines, 477, 504
Words of advertisement, 103
"Word-coinage and Modern Tradenames," ref., 105
Written word, advantages of, 12

JUL 2 1 1933

Digitized by Google

Digitized by Google

Digitized by Google

Digitized by Google

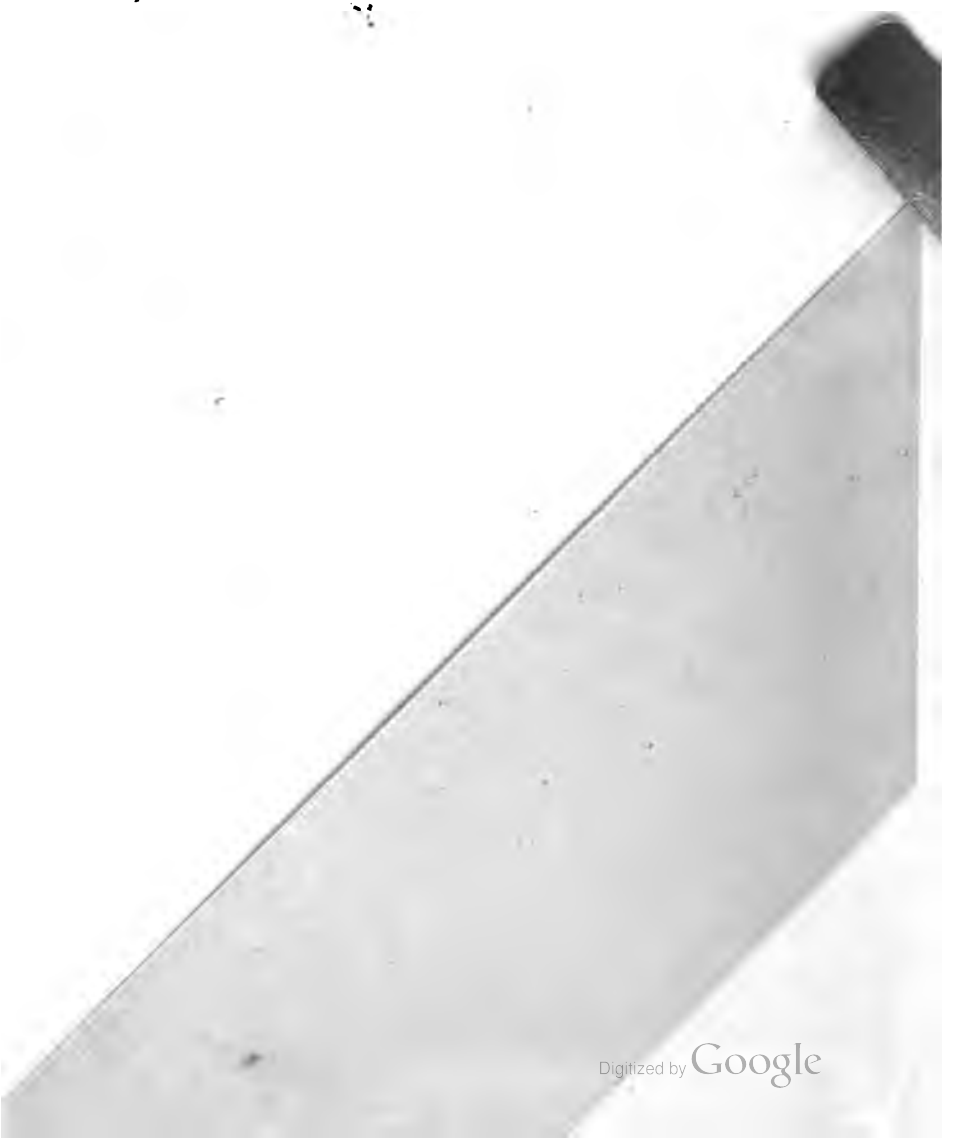
Digitized by Google

Digitized by Google

BOUND

DEC 12 1920

UNIV. OF MIC...
LIBRARY



Digitized by Google

Digitized by Google